

**Delivering a
better remote
learning
experience**



**with
Typeform**

COVID-19 shook up the world in 2020. The way we work, socialize, and learn have been upended. One of the biggest industries affected has been education and e-learning.

Institutions and educators from early childhood development to higher ed have had to adapt to their new remote reality. Children increasingly look to screens and asynchronous communication to receive their lessons. Adults are using their increased time indoors to develop new skills through digital courses. Companies are substituting on-site training with online learning.

This huge shift to online interactions has caused a surge in demand for remote learning opportunities. Some schools and companies were prepared, and some are still finding their feet when it comes to providing online learning at a distance.

The answer to these challenges requires both better use of online tools and applying these tools at the right stage of your student's learning journey. This can be broken down into the following stages:

- Improving the registration experience to increase enrollment.
- Engaging students and course takers with interactive content.
- Tracking and understanding progress and challenges.
- Learning from feedback and data to improve your online courses and programs.

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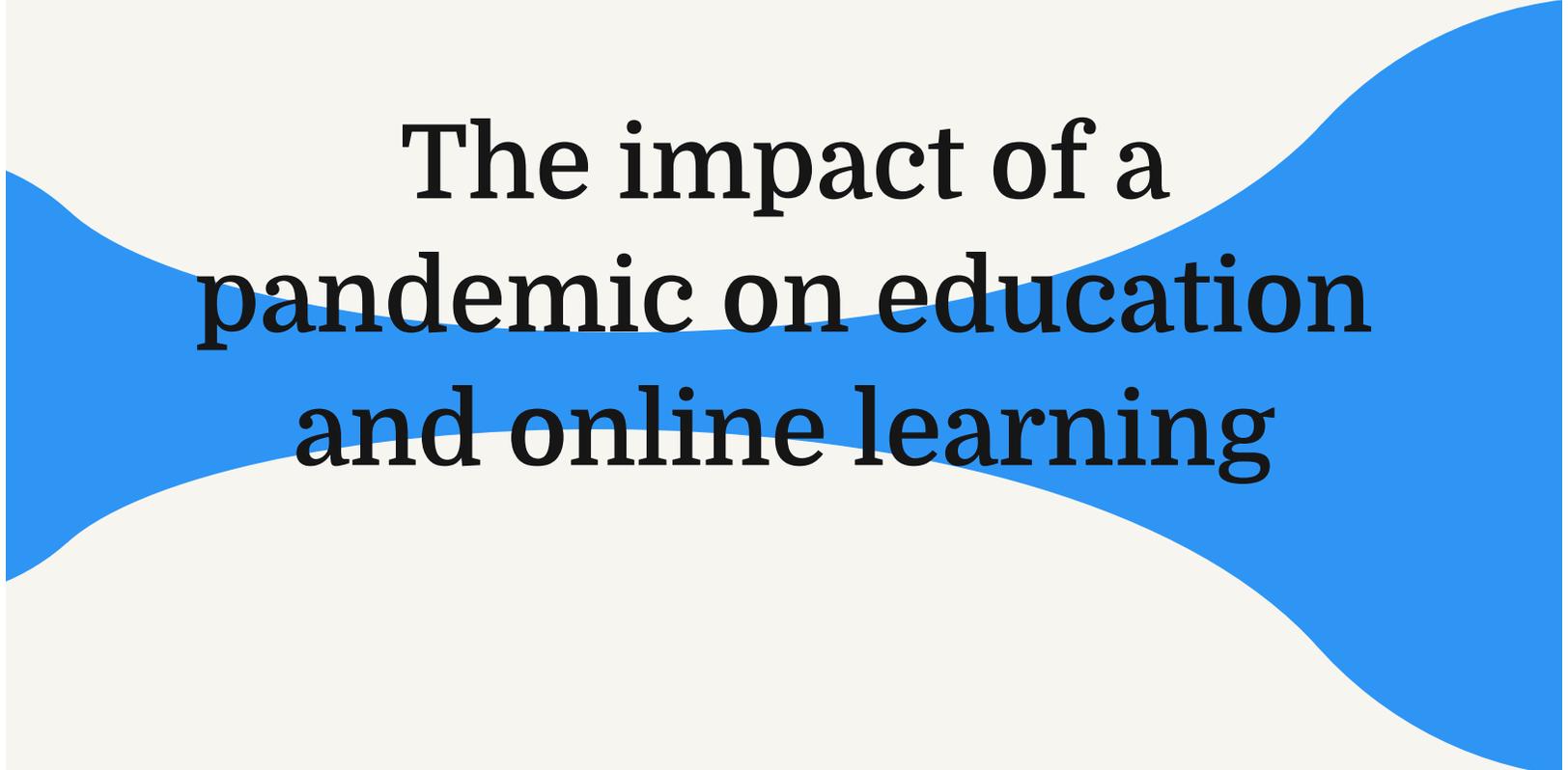
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The impact of a pandemic on education and online learning

It's no secret that the pandemic has impacted how and where learning takes place.

The UN revealed that the closing of schools and other learning spaces has impacted 94 percent of the world's student population. According to Unesco, there were more than 1.2 billion children in 186 countries affected by school closures due to the pandemic.

Many educators were quick to react to the fast-moving effects of the pandemic, quickly shifting to digital classrooms through video chats, and relying on their online course pages to deliver resources.

Many learners struggled with access to devices, poor internet infrastructure, and the building pressures put on many families by the pandemic. While virtually all 15-year-olds from a privileged background said they had a computer to work on, nearly 25% of those from disadvantaged backgrounds did not.

Student well-being and motivation suffered, too. In a UK study, 35% of students aged 13-14 said, "I am worried about the long-term impact this will have on my job prospects and the economy," with 54% saying "I am worried about the mental health of my friends and family."

As expected, there was a huge uptake in digital learning tools during school and university closures. AdEPT Technology Group revealed the adoption of educational technology soared by 131% in 2020 compared to 2019.

It's no surprise, then, that online learning courses saw increased demand during this time, with search terms like 'online learning' and

'e-learning' increasing by 400% between March and April 2020.

The Guardian reported that online learning platform Coursera saw “an eightfold increase in enrollments for social science, personal development, arts and humanities courses since the start of the coronavirus outbreak.”

And with this new demand has come some unexpectedly positive benefits.

There's a lot to look forward to

Online learning has been a positive experience for many learners. Research shows that on average, learners retain 25-60% more material when learning online than in a classroom.

One survey found an overall decrease in anxiety among students aged 13-14, falling from 40% pre-pandemic to 31% in May 2020.

And a study from the Open University revealed that e-learning courses consume an average of 90% less energy than face-to-face learning.

While we can't predict what learning and teaching will look like in the year to come, we can expect some form of blended learning experience. So integrating online and interactive elements into your teaching toolbox and online courses is essential.

What's next for education and online learning?

The reaction to the pandemic was a band-aid to cover the hole left by social distancing.

Most educators were not prepared to transform their syllabuses to suit digital learning, or to support unexpected challenges their students would face. Education businesses, like online learning platforms, weren't prepared for a huge boom in course demand. People from every sector were required to develop new technology skills and motivational techniques while working from home.

The shock of the transition is passing, and we're no longer battling the unknown. Now is the time to start building courses, self-development plans, and skill-based training. Here's a few tips as you get started.

Adopt different mechanisms

Not all methods of in-person teaching translate well into online courses. You may need to find new ways of engaging and assessing students.

Understand the opportunities

As [Dr Aspa Baroutsis](#) put it, "Capabilities with digital literacies are developed when pedagogic practices support, promote, and encourage the use of technologies within the learning context."

Evolve, test, and try again

As we learn new pedagogies and methods, it's important to keep challenging what we know, gain feedback, and test new approaches.

More good news: you don't have to start from scratch. Let's look at a few things already being done at top educational institutions and companies.

How top educators and online course providers are overcoming the challenges of the shift

Here's what other educators did in the shift to online teaching:

At universities – quizzes and polls boost student engagement and teacher assessment

Online learning specialist Dr John Couperthwaite explains how quizzes and polls are being used at University College London “to keep students engaged” both in face-to-face and live-streamed online lessons. Why? Because “these tools help the tutor assess students’ understanding of the topics being covered during a tutorial. This means that any issues with specific topics can be revisited in the lesson to help keep learning on track,” as Dr. Couperthwaite put it. And all sessions are recorded, so that students have the opportunity to revisit them as needed, and also have access to a wider range of classes.

For school-age children – find the right delivery strategy

As schools in the Los Angeles district prepared to close, they partnered with local PBS stations to broadcast special education programming. It provided parents with more ways to access content, from websites, apps, and television. It allowed students with restricted access to devices, or homes with a lack of internet connection to continue to access educational resources whilst away from school.

Younger years' teacher Gloria Nicodemi admits it's been a struggle. While many teachers ran online sessions for their younger students, she decided not to do this. Instead, she posted assignments in the morning, and asked students to submit them by the end of the school day. She had young children of her own in constant Zoom classes, so she understood the challenges of committing to online video sessions. As a compromise, she offered 'office hours' and smaller online meeting groups to provide more personalized attention to students.

In education businesses

Udemy has also seen a rise in interest around pandemic-related courses, as employees look to hone their skills. What's gaining the most interest?

- Telecommuting surged the most in popularity, with a 21,598% increase.
- Employee self-development skills like Resilience and Stress Management have also risen by over 235%.
- Fitness also saw a sharp increase of 816%, showing that people are consider their well-being as they try to better balance their time at home.

They've also seen a 55% jump in new course creation, as people look to share their knowledge to help others during these unusual times.

The question is, how can you turn this demand into better learning experiences?

A large, abstract orange shape with rounded, organic edges occupies the right and bottom portions of the page, creating a modern, minimalist design.

Improve the online learning experience with conversational forms

Running an online learning experience means looking after the entire learner lifecycle—from attracting students to improving courses. Some key touchpoints:

- Increase enrollment with a smooth registration experience.
- Engage learners with interactive content.
- Track and understand learners' progress and challenges.
- Learn from feedback to improve your online courses and programs.

Below we dive into examples of how to incorporate online tools like Typeform into every point of the learner journey.

It starts at registration.

Enrolling your students and learners

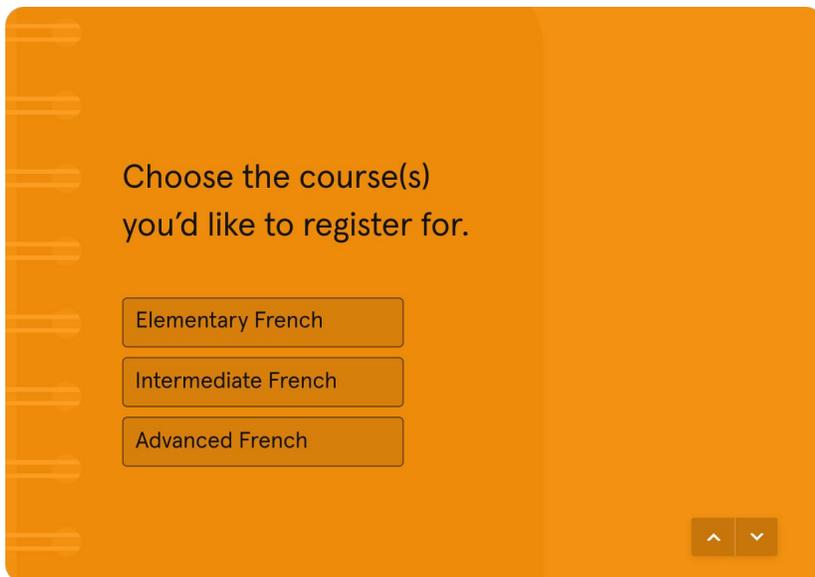
Your online registration process is the gateway to your learning experience, regardless of whether your classes take place online or in the classroom. When done right, the enrollment processes can actually be engaging for prospective learners, while allowing you to collect relevant information to help you plan your course.

There are a couple of different ways to break this down:

REGISTER INTEREST

In the early stages of planning your course, allow potential students to register their interest. This could help you shape the direction of your course, or manage logistics by getting a better idea of class size.

Use your form to collect information and preferences that will help you plan a course that best suits your interested participants or parents enrolling on behalf of younger students. This could mean asking what time of day works best, or even about specific content areas they're interested in learning more about.



Choose the course(s)
you'd like to register for.

Elementary French

Intermediate French

Advanced French

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Example: Course Registration Form

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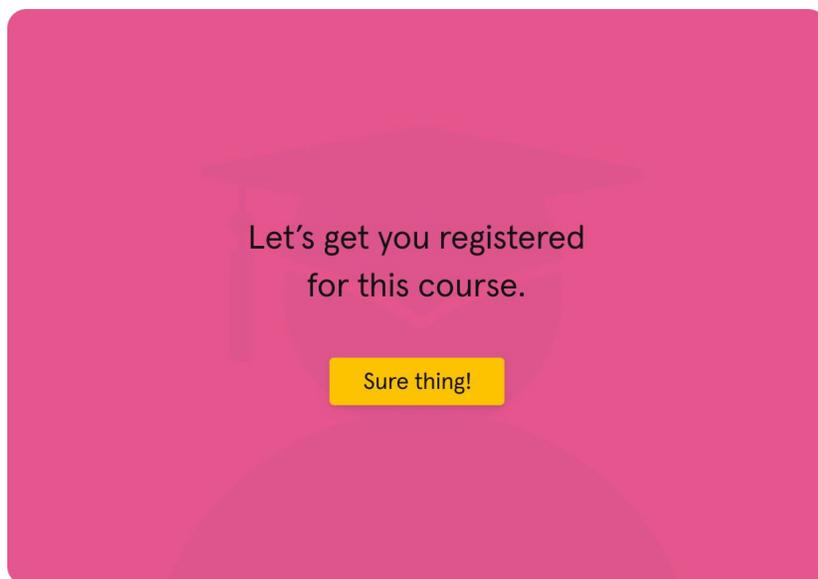
If you start with a typeform, you can easily send the info you collect to your favorite tools, like your email platform, a spreadsheet, or your task management tool. Among our education-focused

customers, such as schools, universities and online course providers, Google Sheets is by far the most popular integration, followed by Zapier, Slack and Google Analytics. Then, when you're ready to promote the course and collect registrations, you can use this information to reach out to interested students and encourage sign-ups.

REGISTRATION OR SIGN-UP FORM

Registration forms let you collect the new learner or student data you need to plan your course—from their name and contact information, to any particular goals or challenges they have.

With an online form, you standardize the entry of information. Collect responses to each question as a group, or view responses by each respondent, making it easier to organize. Then send the data to another tool, or export it as a file to easily share with others.



Example: Students Registration Form

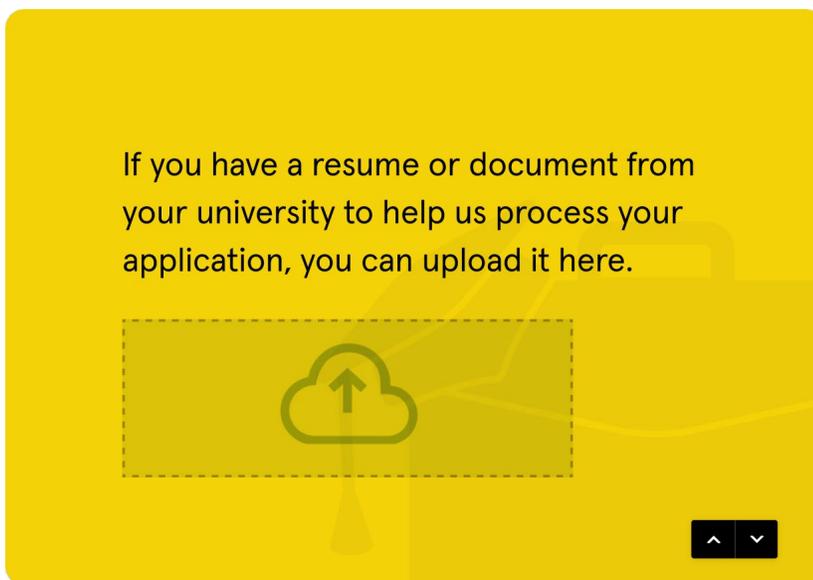
If you want to use this and the other templates for free, [click here](#)

APPLICATION FORM

Building a form for applications makes your review process much easier. You can collect applications with a single form, and organize the entries all in one place.

Need a photo, scanned ID card, or other documentation?

Typeform's file upload question allows learners to provide additional information when applying to a course. No need to send emails or use a file management tool in addition to your application form—you can collect all the information you need in one place.



Example: Internship Application Form

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Planning your course

For many, learning online can be overwhelming. People might not have the right equipment, or it may not suit their learning style. By taking time to understand this, you can improve your course and give students a better chance at success.

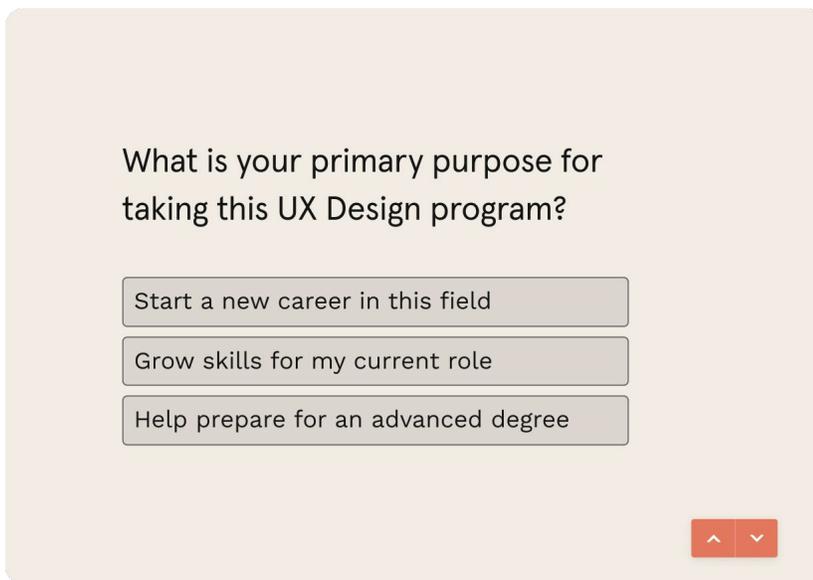
UNDERSTAND YOUR STUDENTS' NEEDS

Provide students with an opportunity to explain their challenges and obstacles ahead of the course with a pre-course questionnaire. Give them a channel to highlight difficulties with a specific topic or their concerns with a specific mode of delivery. At the same time, you can assess their expectations and prior knowledge of the course's subject. Then use this information to help tailor your course to students' needs.

Before creating your questionnaire, think about how much flexibility you can offer in your course design, and how much time you plan to give to understanding people's specific needs.

If you're restricted to making only subtle changes to your course, make your survey response options closed, such as sliding scales, or drop-down menus. This allows students to provide feedback, without setting unrealistic expectations of how the course will run. If you can be flexible with your course delivery, then allowing students to provide longer form text answers will open up more possibilities and potential insights. Whatever you do, make sure you only ask

questions that you actually plan to digest. Don't burden your survey takers with questions you don't plan to use.



What is your primary purpose for taking this UX Design program?

Start a new career in this field

Grow skills for my current role

Help prepare for an advanced degree

Example: Pre-course Assessment Form

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Improving your programs and courses

“When teachers seek or at least are open to what learners know, what they understand, where they make errors, when they have misconceptions when they are not engaged- then teaching and learning can be synchronised and powerful.” - [John Hattie](#)

Encourage your students to provide feedback on your course. Ask for their thoughts on the mode of delivery, the types of resources used, and any other issues they feel are an obstacle to learning.

Provide a simple online form that allows them to easily provide feedback, anonymously, so that you can get the information you need to adapt and evolve your approach next time around.

GET FEEDBACK AT THE END OF THE COURSE

Allowing students to be a part of the design of your course increases their engagement levels. For most students and teachers, online or remote delivery is a new world, so by opening up and accepting you are 'in this together', learning as you go, you can help create a community within your course.

Send out surveys or feedback forms for students to provide ideas or suggestions on how to improve the courses they took. Was the material the right level? Was it delivered at the right speed? How was the delivery platform? Did they feel they were properly assessed? Did they actually learn anything? The only way to find out is to ask.



How satisfied are you with what you learned during the course?

1 2 3 4 5

The image shows a screenshot of a course evaluation form. It features a question: "How satisfied are you with what you learned during the course?". Below the question is a 5-star rating scale. The first four stars are filled with blue, and the fifth star is outlined in blue. Below each star is a number from 1 to 5. To the right of the stars is a large, light blue rectangular area for text input. At the bottom right of this area is a small blue button with white up and down arrows.

Example: Course Evaluation Form

If you want to use this and the other templates for free, [click here](#)

Case study

How **Codeworks** uses feedback to improve their course, and get 2,000 new signups last year.

About Codeworks: they're a coding bootcamp helping the next generation of coders reach their potential before they dive into the job market.

They wanted to find a way to build a reputation for excellence amongst online communities, aiming to become "the Harvard of coding bootcamps."

"We use Typeform every time we need a form. I know it'll look and work great, so I can just focus on what I need to focus on."

– Alessandro Zanardi, CEO at Codeworks

How did they achieve their goals of providing excellence with the use of Typeform? By getting feedback.

- They collect feedback from graduates as they finish the course

- They understand the value of word-of-mouth, so ensuring students are happy with the course is vital

- They provided a simple form to encourage uptake – just three questions, and it's completely anonymous. It leads to more honest and open answers.

- Their feedback form is hooked up to Slack with Typeform integration, so they see feedback immediately and have internal channels for improving and actioning any concerns.

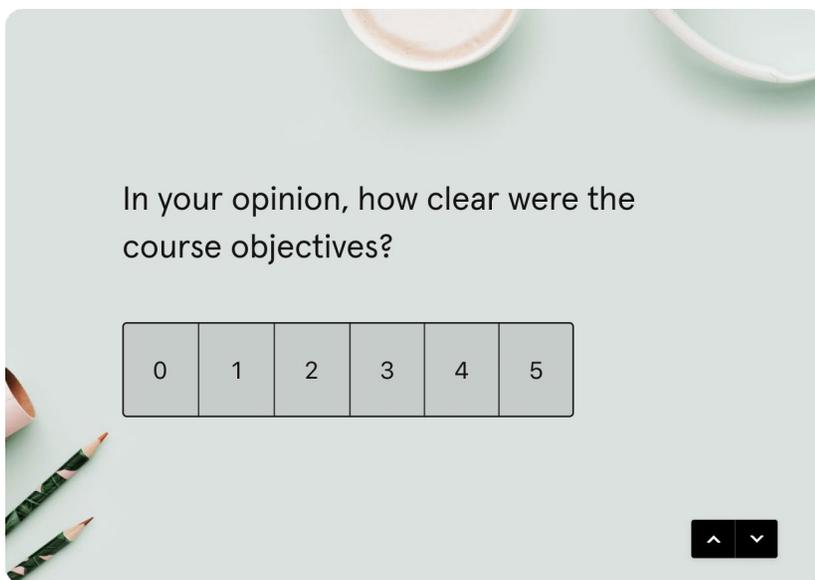
According to **Alessandro**, "Typeform's integrations really help when you're a small team. Why pay an extra person to copy and paste data, when we can easily make a flow to get info where it needs to be?"

Read the full case study [here](#).

ASK FOR INPUT THROUGHOUT THE COURSE

Receiving feedback at the end of the course is helpful for getting an overall impression of how things went. But if you really want to dive into what's working well, and what can be improved, provide opportunities for feedback throughout your course. This is the best way to ensure that you're teaching in a way that students find engaging and useful.

Typeform's feedback surveys can be embedded directly into your course pages, making it easy for students to share their thoughts, like right after they complete a lesson.



In your opinion, how clear were the course objectives?

0	1	2	3	4	5
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Example: Course Feedback Survey Template

If you want to use this and the other templates for free, [click here](#)

Engaging through interactive experiences

When you're not face-to-face, creating interactive and engaging activities to support learning can be a challenge. Online quizzes and tests get your students to actively participate in their learning and interact with course materials.

Whether you incorporate interactive tasks into synchronous (real-time, 'live' sessions) or asynchronous (offline, in-you-own-time) approaches, they're a great way to boost student engagement.

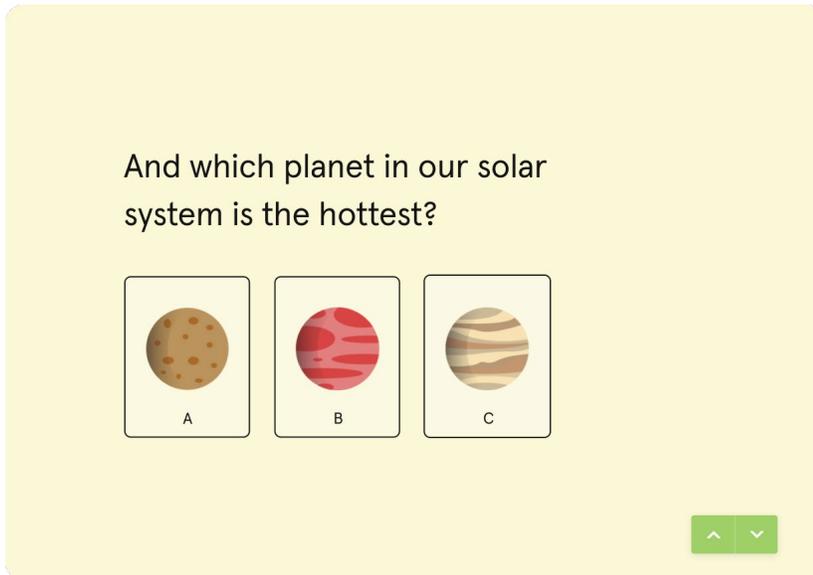
ONLINE ACTIVITIES

Creating interactive quizzes and tests makes learning fun. Whether you are teaching pre-K or undergraduates, an online quiz allows students to take what they have learned, and actively put it to use. Tes says: "Cognitive psychology strongly suggests that the act of retrieving information directly helps students learn."

You could send your students a pop quiz to be done after a class, as part of their assessment. Or, you could all participate in a quiz while on a class video call to encourage active participation.

Typeform's interactive quizzes can be embedded directly into any webpage, making it easy for students to find their study resources in one place.

Your online quiz can be as fun or as serious as you like. Whether you want to simply provide a fun learning experience, or assess students' progress with a more formal test.



Example: Science Quiz

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ASSESSMENT

When you're not in the classroom, online tests must be used to gauge how well learners are retaining the material. This means that you have to think differently about how you structure your test and formulate your questions.

Traditional tests focused on what the students could remember by heart as they sat at their cleared desks. When students take their tests at home, you can't control what resources they have next to them, so it's up to you to evolve your testing approach, rather than

trying to police their environment.

Shift your questions to be less about what they know, and more about how they can apply it.

Using an online quiz platform like Typeform means assessing your students' responses is much easier. Export the data, or use simple to set up integrations to automatically send results to other tools, such as a spreadsheet or other file management tool.

MONITORING ENGAGEMENT

When your class isn't sitting in front of you, it's much harder to know if student A is struggling to understand, if student B feels disconnected from the content, or if student C is having a hard time staying focussed. That means it's easy for students to silently fall behind.

Equally for online learning programs, when there's little or no human interaction, it's difficult to know whether your course has been successful without frequent check-ins.

That's why having repeated opportunities for assessment is useful in understanding engagement levels. You could send simple pop quizzes to gauge understanding each week. Another option is to send out brief feedback forms to check in on your students and how they are feeling about the material. The conversational nature of typeforms can help make this type of check-in more personal despite the physical separation.

In these challenging times, monitoring your students' engagement and well-being is important to ensure success in their studies.

Discovering new opportunities

How do you decide what new programs and courses to create next? By finding out what demands your students and learners have, and understanding trends. It's only through collecting qualitative and quantitative data that you can see what interests and needs are out there, and then draw conclusions about where to direct your next efforts.

IDENTIFY OPPORTUNITIES & VALIDATE NEW COURSE IDEAS

Before you even think about measuring potential interest in concrete new program and course ideas, try surveying your course takers and graduates about what happened to them after completing your course or program. The more you learn about the outcomes and possibilities that resulted for them thanks to your courses, the more you will uncover opportunities for complementary courses and completely new programs.

Which career opportunities came from taking our MBA program?

I started a new job

I grew my professional network

I founded my own business

None of the above

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Example: Post-graduation career outcome survey

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UNDERSTAND YOUR LEARNERS BETTER

Collect relevant demographic information from your learners to understand their background better and be able to offer a more customised learner experience this way. Understanding details such as their age, educational background and professional experience will help you identify patterns across certain groups of students.

Do students of one gender, for instance, respond better in some parts of your course compared to the other gender? Do students from one particular professional background have it easier in other parts of your course? Based on demographic-related insights like these, you can then create a more tailored course option for specific groups of students to increase their chances of success, or recommend complementary courses.

What is your age?

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Example: Students demographics survey

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Check in on your students' well-being

Covid and the changes that came with it affected some students more than others. Many are struggling to accept the new normal, or are anxious about the future. These worries can impact their learning ability. Those students might require some extra attention and assistance, so it's important to identify them. You can check in on your class easily by sending them this form on a regular basis.

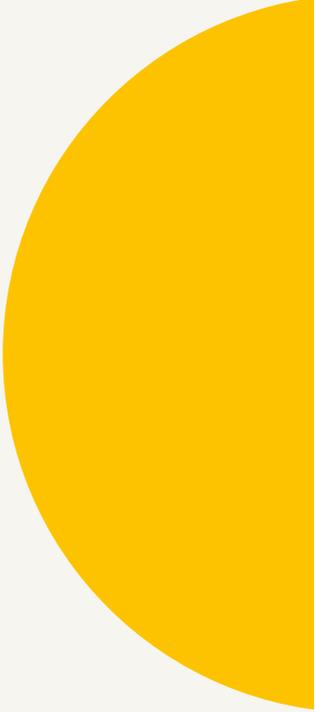
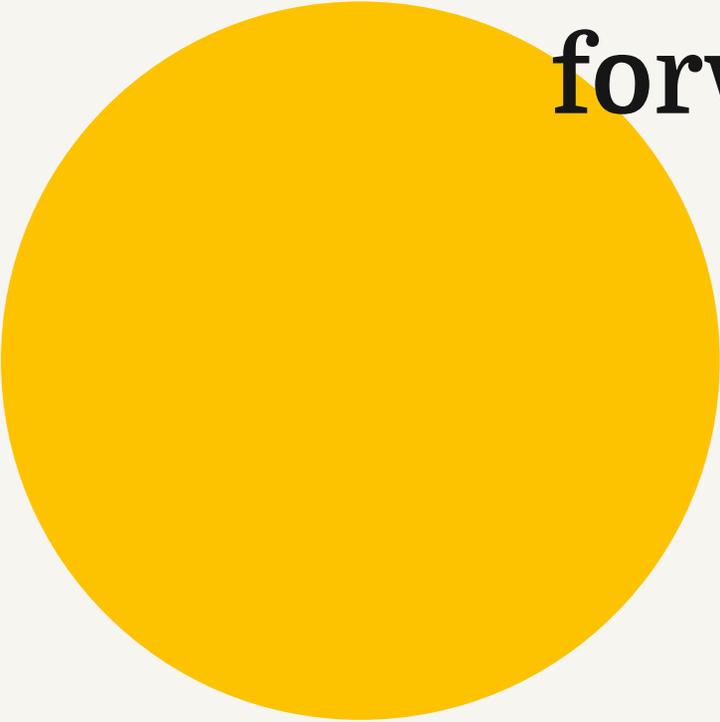
I have been worried that I will catch Covid-19.

0	1	2	3	4	5
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Example: Student mental health check-in survey

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Moving forward

The global pandemic hasn't been easy for any of us. As we move into whatever the 'new normal' of learning looks like, we must be prepared to support students digitally as well as face-to-face. How do you do this?

Engage your students with interactive online content to help them absorb information, and take an active role in their learning. Create asynchronous and synchronous opportunities for them to participate so nobody gets left behind.

Use online engagement tools to track your students' engagement, so you can understand where a student may need more support, and to help you understand where your students are being challenged.

Learn from your students as you forge a new online learning path together. Take time to reflect and evolve your pedagogic strategies to suit your students and offer ways for them to provide feedback.

For online engagement tools like surveys, quizzes, polls and tests, discover how Typeform can be incorporated into your digital teaching and learning strategy.

Typeform