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What is Udemy?

Online learning platform with a global catalog of courses in a wide variety of languages and subject domains (*e.g., Data Science, IT, Web Development, Business Intelligence, etc*)

Key features: lectures, quizzes, coding exercises, certifications, AI Assistant, and AI Role Play

User Groups

“Instructors”

People who publish course content and/or exam preparation on Udemy

“Learners”

People who use Udemy to take online learning courses and/or exam preparation

There are 4 main types of learners, based on how they pay for Udemy:

- Enterprise / Udemy Business
- Team Plan
- Personal Plan
- Marketplace

Udemy AI Assistant Primary Use Cases

“In-course” AI assistance

Python for Beginners: Learn Python Programming (Python 3)

AI Assistant | Beta | Course content X

Which lecture explains django?

Here are the top three lectures in this course that mention django.

- ☒ 13. String manipulation and code intelligence (12min)
- ☐ 23. Nested if statements (10min)
- ☐ 53. Multiple if statements in succession (7min)

Why is tuple=(1) invalid?

In Python, to create a single-item tuple, you need to include a comma after the item. Without the comma, Python doesn't interpret the expression as a tuple. So, `tuple=(1)` is not a tuple.

Ask a question

Learn Python Programming the Easy Way, Complete with Examples, Quizzes, Exercises and more. Learn Python 2 and Python 3.

4.5 ★ 145,625 3 hours
44,002 ratings Students Total

Last updated April 2024

“Content discovery” AI assistance

AI Assistant | Beta | Exit

Beginner courses in JavaScript

Here are the top results

- Course

The Complete JavaScript Course 2024: From Zero to...

Jonas Schmedtmann

4.7 ★★★★★ (202,287)

68.5 total hours • All Levels

✓ Enroll ✚ Summarize
- Course

The Fastest JavaScript Course: From ZERO to...

Isaac Lawrence Gomes

4.5 ★★★★★ (1,330)

6 total hours • Beginner

✓ Enroll ✚ Summarize
- Course

JavaScript Basics for Beginners

Mosh Hamedani

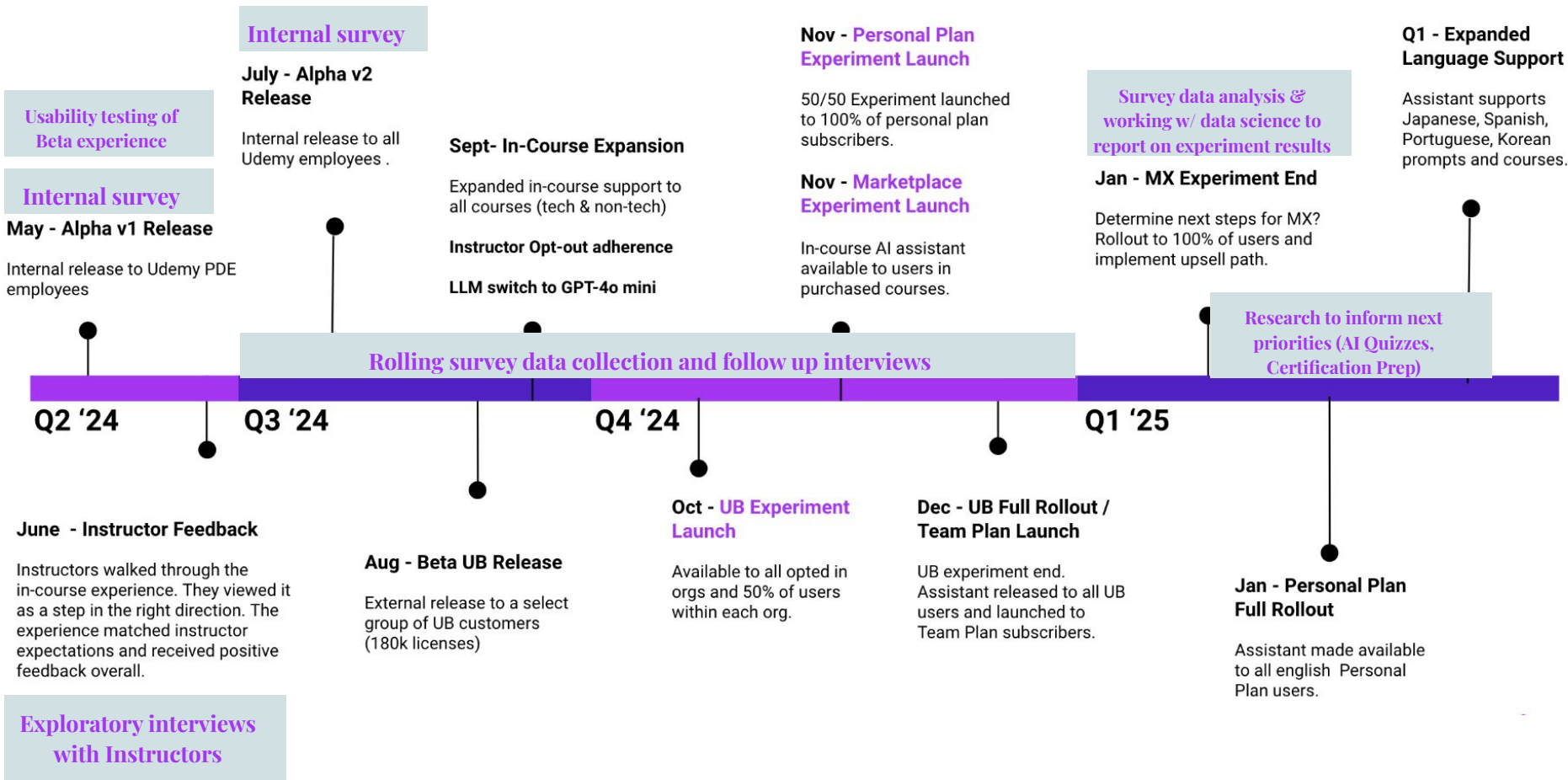
4.6 ★★★★★ (4,922)

6.5 total hours • Beginner

✓ Enroll ✚ Summarize

Ask a question

Udemy AI Assistant Research & Launch Overview



Study #1

Content Discovery in AI Assistant Concept Testing

May 2024

Background

While iterating on design explorations, the Content Discovery team identified the **Search Page (SRP) entry point** as the area with highest uncertainty about user expectations.

Our discussions also uncovered broader questions about how learners expect to interact with AI Assistant in different contexts and when they tend to discover new content throughout their learning journey.

How do learners expect to see AI Assistant recommendations displayed in the UI?

How does the entry point placement impact discoverability of the feature?

What context or information do learners want to know about the AI recommendations?

What actions would learners take from the AI Assistant module?

Research Objectives and Methodology

Objectives

- Understand how learners currently explore and select content
- Explore how learners expect to see AI-recommended results displayed in the UI
- Identify the context or information learners need to decide which course to take
- Concept test two design directions for the AI Assistant entry point on the Udemy Business search page (SRP)
- Uncover opportunities for improving the content discovery experience

Methodology

- Moderated concept testing sessions conducted with Udemy Business learners
- **Participant profile:** 7 Udemy Business (UB) learners
 - Have explored Udemy content and enrolled in a course in the past 6 months
 - Mix of technical and non-technical learners
 - Experience using AI tools

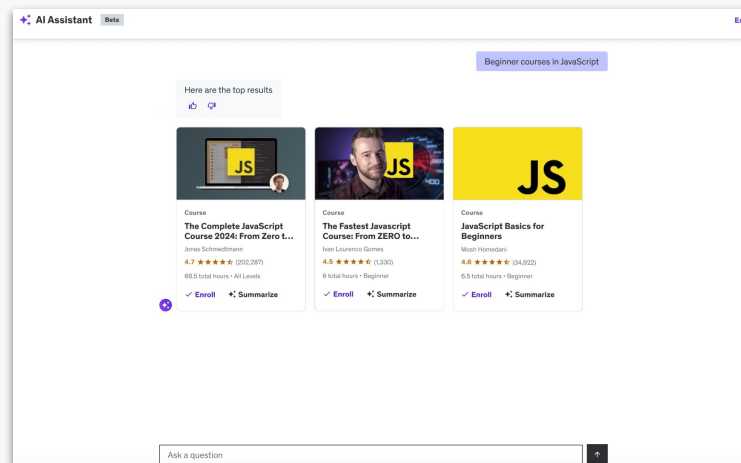
Methodology (cont...)

Concept test 2 design directions for the AI Assistant entry point on the search page (SRP)

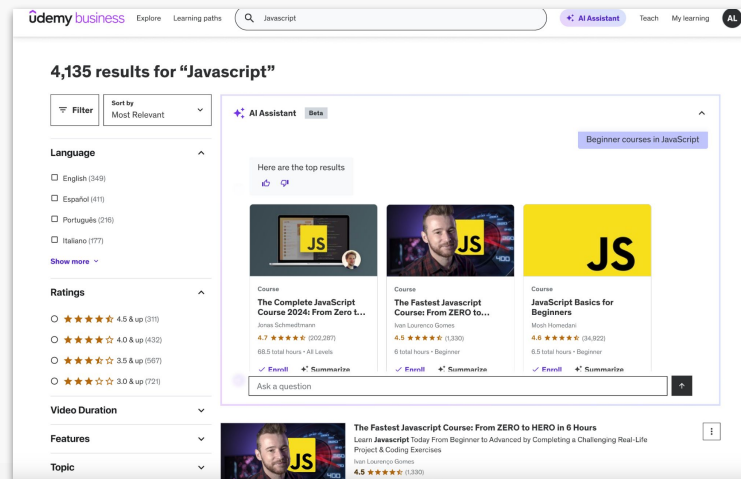
Within subjects study design:

- All participants were shown both concepts
- Half saw the “standalone” version first, the other half saw the “in-line” version first

Concept 1:
“Standalone”
module on
SRP



Concept 2:
“In-line”
module on
SRP



Insights about Udemy Business Learners

How do Udemy learners find course content today?

- Take courses assigned by their company
- Search in Udemy for specific skills or certifications
- Follow specific instructors after previously taking their course or hearing about it from another source
- Get recommendations from friends or coworkers who have taken courses





What information do Udemy learners use to evaluate content?

Primary factors

Rating

Reviews

Overview of key topics covered in the course

Length of the course

Understanding of key skills they will gain at the end

Secondary factors

Will they get a badge or certification?

What details are available about the instructor?

Does the course include practice materials such as quizzes and labs?

What prerequisite knowledge do they need to take the course?

Additional considerations

Level of engagement from instructors and resources provided can influence the perceived value of the course – *especially for Personal Plan learners*

Learners often check for a preview or demo of the course to gauge content before enrolling

💡 Udemyl learners need to build trust in AI Assistant before relying on its recommendations

They need to understand how *and* why AI Assistant recommends content to fully assess the quality of its output

Why? They want to feel confident that they've considered all relevant options before enrolling in a course



Quotes: Building trust in AI Assistant

“When using the search bar and it comes up with the AI Assistant option, I was pleasantly surprised it still did the search as usual, and brought the search page up. I was kind of expecting it would just take me to a brand new page and that's what I'd have to rely on. **Coming onto this page is useful, at least until we can fully trust that the AI is sensible.**”

- P3, Digital Project Manager

“After seeing these [AI results] and seeing the list of courses below, **I'd probably be checking what would happen if I write *Javascript beginner* [into the search bar]**. Would it be the same results as this or not? Because I would want to kind of test if the AI is actually useful, or if it is just quoting a search I could've done on my own. I like AI, I use it, but I'm not a *fan* of AI. So I use it when it brings actual value that I couldn't do on my own. **It has to prove it to me.**”

- P6, Network Engineer

Concept Testing Findings



Learners expect homepage entry points to lead to a new window or page

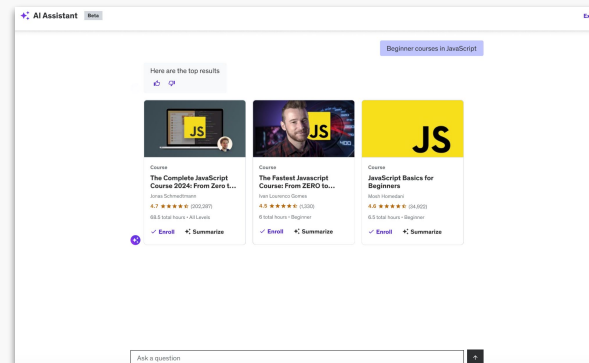
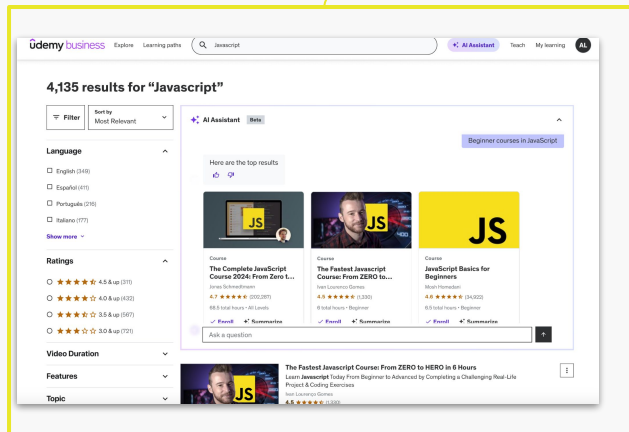
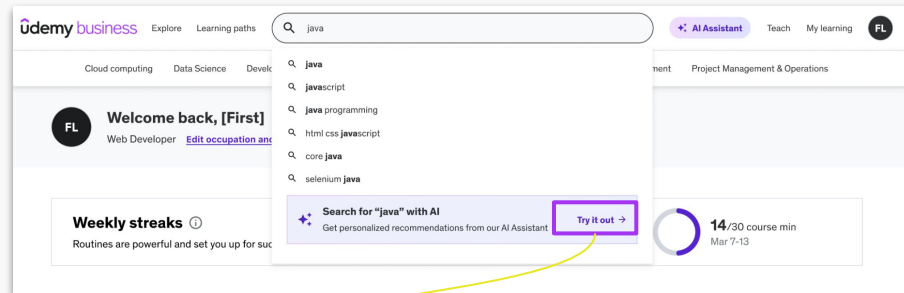
- Participants expected to see a chat window open up in a new view, after clicking on the homepage AI Assistant entry points — not inline on the homepage
- Expectations varied on whether this new “view” would be a separate tab or a window on the same page

The screenshot displays the Udemy Business homepage for a user named Alex, a Web Developer. The top navigation bar includes the Udemy Business logo, a search bar, and a purple button labeled "AI Assistant" which is highlighted with a purple box. Below the navigation bar, the user's profile is shown with a welcome message and a link to "Edit occupation and interests". The main content area features a "Weekly streaks" section with a 6-week current streak and a progress indicator for a course. Below this is a "Pick up where you left off" section with three video thumbnails for a Machine Learning course. At the bottom, a section titled "What to learn next" is highlighted with a purple box. It contains the "AI Assistant" button, a "Bets" tab, and a form with several prompts: "Best courses for advancing in [occupation]", "What are the best skills to learn for [occupation]?", "What are the best courses to upskill in [topic]?", and "How can I improve my [topic] skills?". A text input field at the bottom asks "What do you want to learn?" with a submit button.

💡 Learners' expectations shifted for the Search Page entry point

💡 Learners expected AI recommendations to be integrated into the search page so they can evaluate them alongside search results

💡 An “in-line” module on the search page better aligned with the expectations of the majority of participants



“In-line” Concept Feedback

Pros

✓ Feels more integrated into the UI and context of the other search results
(makes it easier to compare and contrast recommendations)

✓ Collapsible UI is a highlight – it can be minimized and leveraged when needed

Cons

✗ The page could become cumbersome to scroll as the AI Assistant conversation grows longer

Learner Questions

💬 Would selected filters be incorporated into AI Assistant?

💬 Do selected prompts change the results on the rest of the search page?

The screenshot shows the Udemy Business interface. At the top, the navigation bar includes the 'Udemy business' logo, 'Explore', 'Learning paths', a search bar with 'Javascript' entered, and links for 'AI Assistant', 'Teach', 'My learning', and a profile icon 'AL'. The main search results section displays '4,135 results for "Javascript"'. On the left, there are filter panels for 'Language' (English (349), Español (411), Português (216), Italiano (177)), 'Ratings' (4.5 & up (311), 4.0 & up (432), 3.5 & up (567), 3.0 & up (721)), 'Video Duration', 'Features', and 'Topic'. The main content area features an 'AI Assistant Beta' overlay. This overlay contains the text 'Here are the top results' with share icons, a 'Beginner courses in JavaScript' filter button, and three course cards: 'The Complete JavaScript Course 2024: From Zero to...', 'The Fastest JavaScript Course: From ZERO to...', and 'JavaScript Basics for Beginners'. Each card shows the course title, instructor name, rating, total hours, and level. Below the cards is an 'Ask a question' input field with a submit button. At the bottom of the overlay, a larger course card for 'The Fastest JavaScript Course: From ZERO to HERO in 6 Hours' by Ivan Lourenco Gomes is visible, showing a rating of 4.5 stars and 1,330 reviews.

“Standalone” Concept Feedback

Pros

✓ More streamlined with less information to process (*lowers the cognitive load*)

Cons

✗ Learners are hesitant to immediately put their trust into AI recommendations so they want to see more information

✗ Feels separated from the context of searching (*need to click “Exit” to get back to that view*)

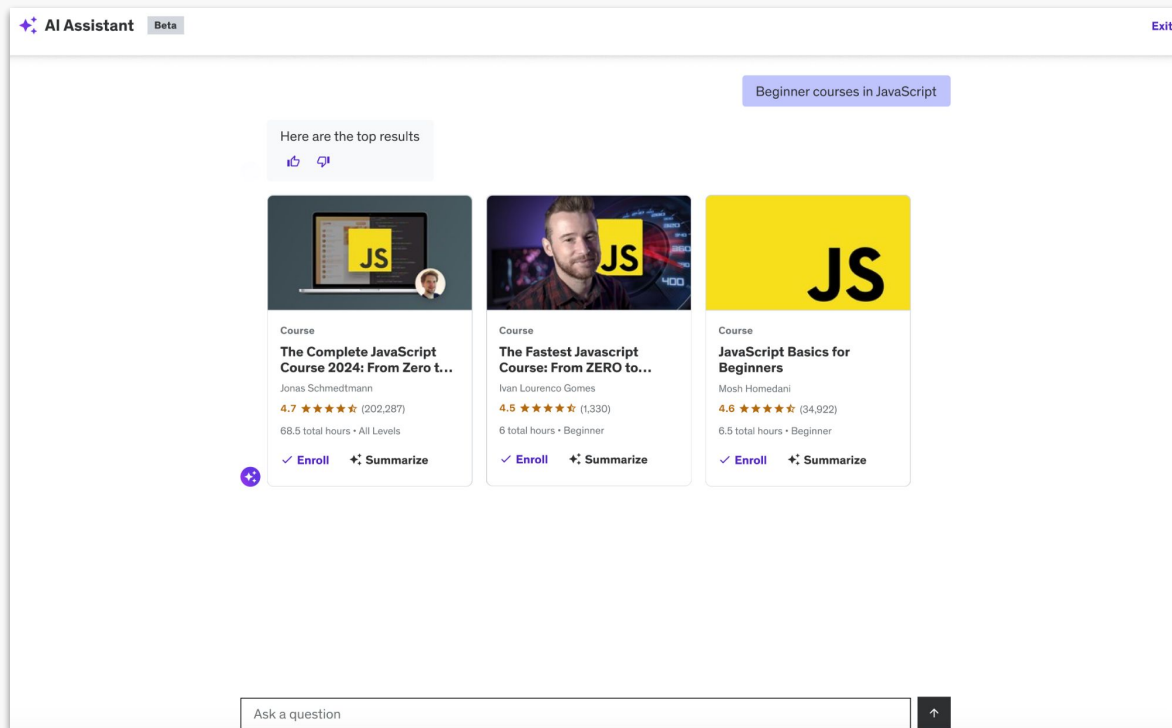
Learner Questions

💬 Why are only 3 “top” results shown? What makes them the “top”? Can I ask for more?

💬 Can I still see more prompts from this point?

💬 Would exiting the AI Assistant erase the conversation?

💬 Is it possible to see this as a smaller window?



Key Takeaways and Recommendations

Key Takeaways

Summary

- Learners need to trust AI Assistant before relying on its recommendations
- Learners expect the homepage entry points to lead to a new window or page but their expectations shift in the search context
- Learners find prompts helpful for demonstrating how to interact with AI Assistant



Recommendations for Product & Design Team

- **Experiment with the “standalone” module for all entry points in Beta**
 - Consider implementing an “in-line” module on the search page if quantitative data and learner feedback show poor performance
- **Improve and iterate on explanations in AI Assistant responses and the AI Summary**
 - Make explanations more readable and scannable
 - Help learners better understand *why* the content is recommended to them
- **Explore ways to help learners maintain context while searching**
 - Add the ability to collapse the AI Assistant entry point on the search page
 - Enable learners to minimize the AI Assistant module instead of “exiting”
 - Consider making the “standalone” module a smaller window
 - Consider including a “Show more results” button or link in the AI Assistant module

Study #2

Exploratory Interviews with Udemy Instructors

June 2024

Research Objectives and Methodology

Objectives

- Understand instructor sentiments around the challenges and opportunities in managing Q&A, updating courses, interacting with learners, and creating quizzes
- Concept testing of key AI Assistant features (in-course chat, re-route to Q&A, quiz guidance, quiz answer explanations)

Methodology

- Interviews with 6 instructors who have **technical** courses in the UB catalog and are familiar with artificial intelligence tools
- Instructors were shown a [Figma prototype](#) demonstrating key in-course AI Assistant capabilities

Insights about Udemy Instructors



Managing Q&A is a time-consuming challenge for instructors


- Instructors who have multiple courses in the UB catalog manage numerous questions a day, across various courses
- Investing time into Q&A can be a pain point since they aren't directly compensated for it – but they risk negative reviews if they don't respond
- **Instructors see AI Assistant as a *partner* for helping them manage Q&A and keeping learners engaged with courses**

"When you have, say, three or four hundred thousand students and even *half* of them post one question in the entire course, related to anything. **It can take years to answer all of them.** It is practically not possible to answer each and every question."

- Udemy Instructor, Cloud computing



Instructors use questions and reviews to improve course quality

- Though instructors think AI Assistant will be beneficial for managing Q&A, **they still need visibility into the types of questions learners are asking**
-  **A digest or report of the most common questions and areas of confusion in a course will be needed as a product feature to help instructors**

"The questions that people ask for courses are very valuable when we make a course update. **At some point, when we are about to update the course, I look at all the questions that people asked to get an idea of how the course can be improved.** And the same is valid for reviews."

- VIP Udemy Instructor, Dev




Instructors want to prioritize questions that specifically require *their* knowledge

Generic Q&A examples

- Explanations and additional examples of how referenced technologies or services work
- Deeper insight into concepts that were mentioned but not covered in detail in a course
- Outlining the steps it takes to complete a task
- Troubleshooting errors or resolving technical difficulties

Instructor-specific knowledge examples

- Difficulty reproducing a result shown in the video or performing specific tasks in a lab environment
- Catching mistakes that happen in the course (e.g., missing files, typos in a quiz, etc)
- Questions about use cases or images shown on the screen (e.g., *Why use Cloud Functions for the use case you showed instead of App Engine?*) —
 *We are considering unlocking this by sending video images to the AI Assistant as context*
- Clarification about a nuanced distinction between concepts (e.g., why is “A” a better option than “B” in a quiz)

Instructor feedback on the in-course AI Assistant prototype experience

Highlights 🌟

- 'Uninterrupted' learning – learners can easily get help while staying in the context of the course
- Response length felt appropriate
- Explanations (shown in prototype) were accurate
- Responses were contextually relevant
- Redirecting to Q&A is a favorable feature

General Concerns ⚠️

- AI Assistant should not share *personal* information about an instructor
- AI Assistant should not provide false or inaccurate responses
- The small width of the AI Assistant window might not signal to learners that it can handle complex code queries – *readability might also be impacted as the conversation grows longer*
- Cost to Udemy should be considered: *Should there be a limit on the number of questions asked in a session? Overall?*

“

[Some hallucination] is okay as long as it's not like 1 out of 10 times. In this case **the the benefit outweighs the costs significantly**. In the process of learning, even if the AI hallucinates and gives you a wrong answer, at some point you go down the road and you'll find out it wasn't actually true, *if you continue learning*. But the risk is that, if you don't have a tutor who can respond to you in real time, you get discouraged and you don't learn anything at all. So I think even the hallucination part isn't that scary. **The scary part is if they give up.**

- VIP Udemmy Instructor

Key Takeaways Summary

✅ AI Assistant can be positioned as a *partner* for helping instructors manage Q&A, improve course quality, and mitigate negative reviews

✅ Contextual understanding of Udemy course content is considered a big advantage over other Gen AI tools

⚠️ Accuracy of responses and data privacy were the primary concerns

💡 Instructors need insight into the types of questions learners are asking

💡 Instructors would value AI Assistant filling the gaps in adding explanations for quiz answers and linking to lectures for concept review

Top Product Recommendations

- Surface insights from AI Assistant to enable course improvements updates Planned collaboration with Insights Team
- Enhance redirection to q&a - regenerating response, routing to a similar q&a H2 EXPLORATION
- Redirect duplicative questions in Q&A to AI Assistant (*Q&A as an entry point for AI Assistant*) H2 CONSIDERATION
- Iterate on the AI Assistant window size for better readability of complex code queries Added as Beta requirement (Q3)

Impact of the research

Why did this research matter?

Initially, instructors consistently expressed concerns that AI features could encroach on their role in Udemy. These studies enabled us to have open discussions, build trust, and understand the nuances of their concerns. Instructors who participated also went on to become supporters of the feature and helped to get more of their peers on board.

The Instructor Strategy team leveraged insights from this research to refine their opt-in communication to instructors, resulting in a 98% opt-in rate of UB instructors consenting to be involved in the AI Assistant beta experiment.

Impact of the research, in their own words

Instructor Strategy Team Feedback

“This is a great example of how to engage instructors in validating messaging so we can learn and iterate on messaging prior to launch to better support our goal to minimize Instructor AI Opt-Out.”

- Senior Director of Instructor Strategy

“It seems increasingly critical that we deliver instructors 'ULA Insights' at the same time ULA goes to beta. I think this validates our strategy to pause AI Assisted Q&A until we can measure the impact ULA has on overall Q&A volumes.”

**- Senior Director of Product Management,
Supply & Instructor**

Study #3

AI Assistant Beta Launch Data Collection & Analysis

Q4 2024

AI Assistant Beta Feedback Collection Overview

Goals and objectives

Understand learners' perceptions of the value of the AI Assistant.

Collect feedback on a rolling basis from learners who participate in the Beta Experiment phase of the AI Assistant external launch.

Methodology:

- 1) Thematic analysis of AI Assistant message inputs
- 2) In-product survey via Pendo (UB Experiment) and Alchemer (MX/PP)
- 3) Subset of survey respondents were invited to participate in a follow up interview to further discuss their experiences

Data Collection Snapshot

Limited Beta

- Early launch to 6 orgs, conducted from July 6th - Dec 9th
- 96 responses to the in-course survey, 15 responses to the content discovery survey

Udemy Business (UB) Experiment

- Conducted from Oct 22nd - Dec 9th
- 218 responses to the in-course survey, 36 responses to the content discovery survey
- Follow up interviews conducted with subset of respondents

MX/PP Experiment

- Conducted from Nov 13th - Jan 28th
- 1,104 responses to the survey, 3 responses to the content discovery survey

Kicking off the beta launch!



Product Manager

AI Assistant Limited Beta Launch with Customers

We are excited to announce the launch of AI Assistant with 4 trusted UB Customers starting today! Our goal is to gather customer feedback and make updates before launching AI Assistant with all UB customers later this year.

Please note that this information should not be disclosed more broadly yet. We will follow up with more information regarding external messaging once it is available.

Where will the AI Assistant be available for these select customers?

The AI Assistant will be available on the UB logged-in homepage to provide course recommendations. It will also be available within the courses of select instructors who have given us their permission to use the assistant within their courses.



How will we collect feedback and conduct research?

We will use the in-product tool Pendo to collect feedback through a survey. After collecting survey responses, we will conduct interviews and a diary study with a subset of UB learners who completed the survey.

Some questions that we hope to answer through this research are:

- How does the AI Assistant impact the learning experience?
- How satisfied are learners with response quality?
- How effective is the AI Assistant in guiding learners to the right content?
- When do learners feel inclined to use UdeMy's AI Assistant vs other AI tools?
- What questions do they send to the AI Assistant vs instructor Q&A vs other AI tools?
- When do learners use the AI Assistant vs other search experiences?

We're excited to learn how this new tool impacts learning and will share more once the beta and research analysis have concluded.



A HUGE shoutout to all of the teams who have worked tirelessly to make this beta launch happen!



24



19



16



CTO

Great milestone, team! So exciting this is ready to go to customers!

Looking forward to hearing their feedback



4



New

How did Udemy Business learners interact with AI Assistant?

"In-course" top themes

- Concept clarification and explanation
- Searching lectures for a specific skill or topic
- Code debugging / seeing example code
- Summarization and note taking of lectures

"Content discovery" top themes

- Finding courses that will help them with or transition to a career path
- Finding certification exam preparation content
- Searches for the best, top, or most popular courses for a skill/concept

Name	Capability	User Message Input		
		What courses should I take to get an AWS cloud certification?		
		what helps me create a robot with human skills		
		what is a good course for creating a Power Point presentation		
		what is a good course on understanding and utilizing Microsoft Teams efficiently		
		what is AI machine learning about		
		what is Generative AI about		
		What is the best course for preparing for the CKA (certified Kubernetes administrator) exam?		
		what is the highest rated course in each category		
		what is the highest rated course under 6 hours in each of these categories		
		what is the top rated class in client acquisition and retention?		
		What professional certificates are available		
		what the best course for learning about Data Cubes		
		where to print my certificate of completion		
		which AI is used in Engineering		
		Why doesn't my course reflect completion when I have finished the course?		
		Wirecast		
		yes		
		Yes		
discovery_chat		Yes I would like to learn more about it		
in_course_chat		1 + 1 is what		
		applicable to 2024 PMI Exam?		
		are these the 5 modes DES can encrypt data with?		
		assign a value from groovy script test step to test suite custom property?		
		Can I see that you can create a database in Azure, but can you do this in Databricks?		
		Can you compare GIS to another familiar concept?		
		Can you explain ADF?		
		Can you explain the fundamentals of Certified Kubernetes Administrator (CKA)?		
		Can you explain the fundamentals of Data Structures?		
		Can you explain the fundamentals of FinOps?		
		Can you explain the fundamentals of PL-200: Microsoft Power Platform Functional Consultant Ass		

In Course UB Experiment Feedback

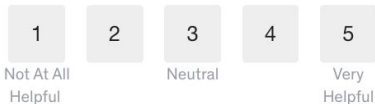
Udemy Business learners shared overall positive feedback on usefulness, quality, ease of use, and value of AI Assistant

N = 314

Key Takeaways from Open Text Responses:

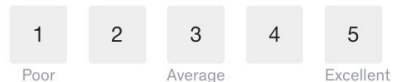
- Provide the ability to hide or disable AI Assistant
- Make AI Assistant “optional” / don’t force it
- Consider allowing users to select their preferred default tab or remember the tab they left off on **Implemented**

How helpful or unhelpful was the AI Assistant in supporting your learning needs?



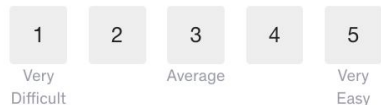
60.1% rated Helpful/Very Helpful

How would you rate the quality of the AI Assistant's response(s)?



59.5% rated Good/Excellent

How easy or difficult was it to use the AI Assistant?



64.4% rated Easy/Very Easy

How valuable is the Udemy AI Assistant as a learning resource for you, compared with other AI learning assistants you've used?



61.7% rated Valuable/More Valuable

Content Discovery UB Experiment Feedback

Response helpfulness, relevance, and effectiveness ratings were very split — indicating inconsistent experiences across learners

N = 51

Key Takeaways from Open Text Responses

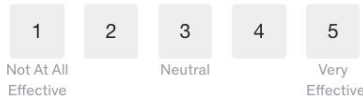
- Majority of respondents felt that the CD assistant did not provide enough recommendations
- Learners want the CD assistant to better understand context of their requests and refine the recommendations when they adjust their queries
- Some learners encountered incorrect or incomplete results in the CD assistant (*e.g., it provided less than the default 3 recommendations or they asked for a specific number and it still provided 3 with no explanation*)
- Learners often perceived the limitations or guardrails in the CD assistant as bugginess or inability to understand their requests

How helpful or unhelpful was the AI Assistant in finding the right content for your learning needs?



30.6% rated Helpful/Very Helpful

How effective or ineffective was the AI Assistant in explaining its content recommendation(s)?



29.2% rated Good/Excellent

How relevant or irrelevant was the AI Assistant's content recommendation(s)?



29.4% rated Relevant/Very Relevant

How easy or difficult was it to use the AI Assistant?



45.2% rated Easy/Very Easy

The number of results recommended by the AI Assistant was:

- ☐ Too little
- ☐ Just right
- ☐ Too many

28% rated Just Right

Personal Plan / Marketplace Survey Results

PP/MX learners had strong negative reactions to not being able to hide or disable AI Assistant – this heavily influenced their response ratings

Total N = 1,040 (across 2 experiment iterations)

Key Takeaways from Open Text Responses:

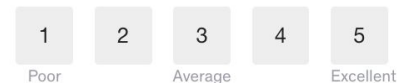
- Learners want AI Assistant to be secondary to the Course Content list
- Some learners want to be able to completely turn off the assistant, if they're not interested using in AI
- Several learners remarked that AI Assistant responses didn't provide more information beyond what a google search or external AI Assistant could do — *it didn't feel worth the distraction and use of screen real estate, as a result*

How helpful or unhelpful was the AI Assistant in supporting your learning needs?



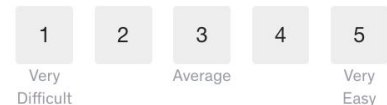
18.2% rated Helpful/Very Helpful

How would you rate the quality of the AI Assistant's response(s)?



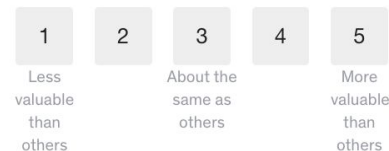
19.2% rated Good/Excellent

How easy or difficult was it to use the AI Assistant?



27.0% rated Easy/Very Easy

How valuable is the UdeMy AI Assistant as a learning resource for you, compared with other AI learning assistants you've used?



15.3% rated Valuable/More Valuable

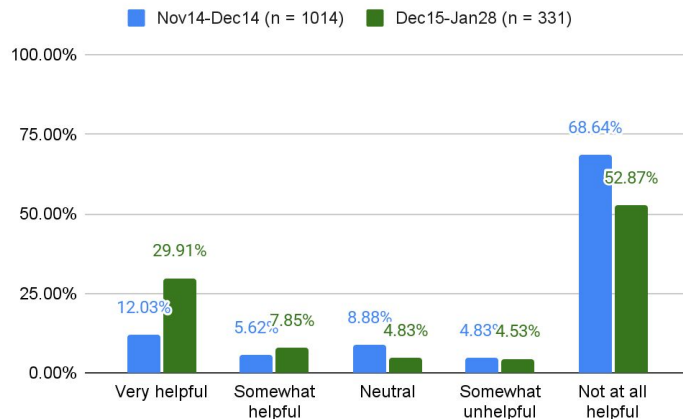
Recommendations

- Remember learner's interactions and keep them on the tab they left off on when they return to the course **Implemented**
 - *Why?* Some learners perceive the AI Assistant as a "window" that should remain closed if they click out of it - either because they're not interested in it all or they use Course Content more often and find the extra click annoying
- Provide an option for learners to disable or hide AI Assistant if they don't want to use it all
 - *Why?* Several respondents expressed frustration and annoyance that they can't turn off AI Assistant entirely – they are given no choice to opt out, unlike instructors and admins
- Provide clearer explanations for why AI Assistant is unable to complete a certain task, instead of repeating the same out-the-box explanation
- Suggested Feature Improvements
 - Save AI Assistant responses to Notes
 - Resolve issues with transcript autoscrolling
 - Don't show courses learner has already completed in AI recommendations

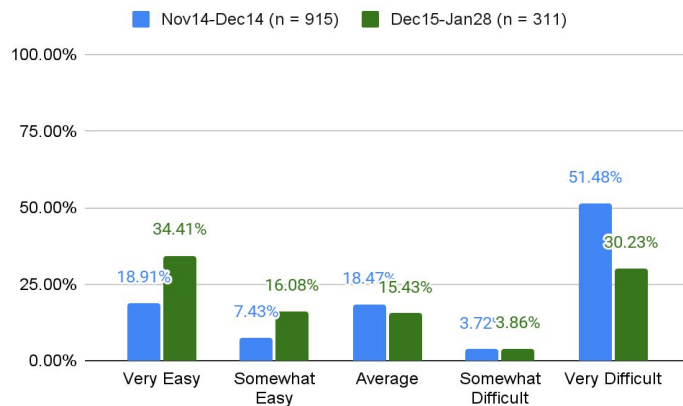
PP/MX Experiment Comparison

On December 15 2024, the team introduced a fix that remembered the last tab the user interacted with, based on the research insights.

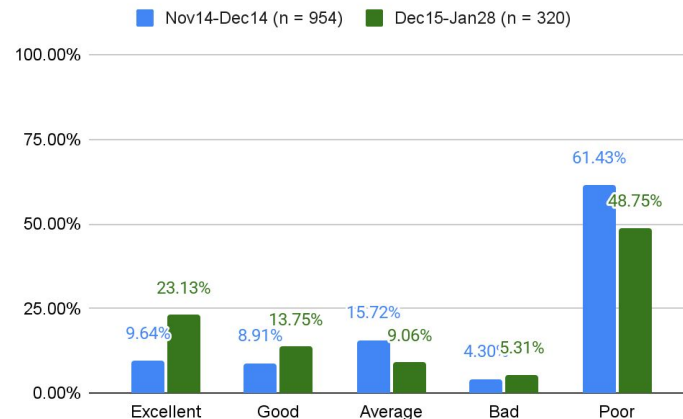
How helpful or unhelpful was the AI Assistant in supporting your learning needs?



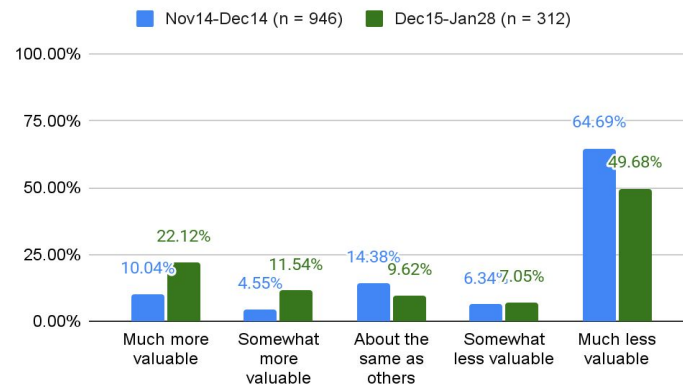
How easy or difficult was it to use AI Assistant?



How would you rate the quality of the AI Assistant's responses?



How valuable is the Udemy AI Assistant as a learning resource for you, compared with other AI learning assistants you've used?



Product manager factoring survey results into experiment planning



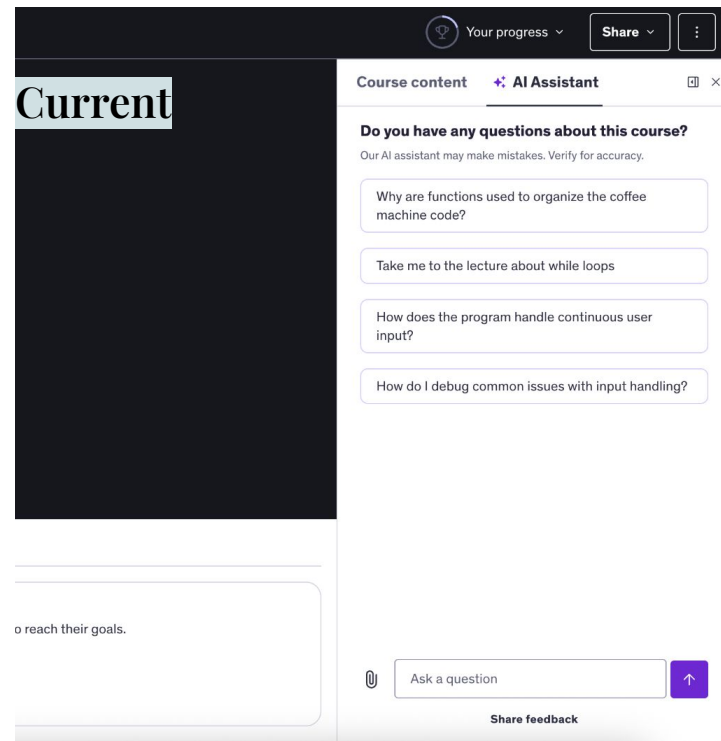
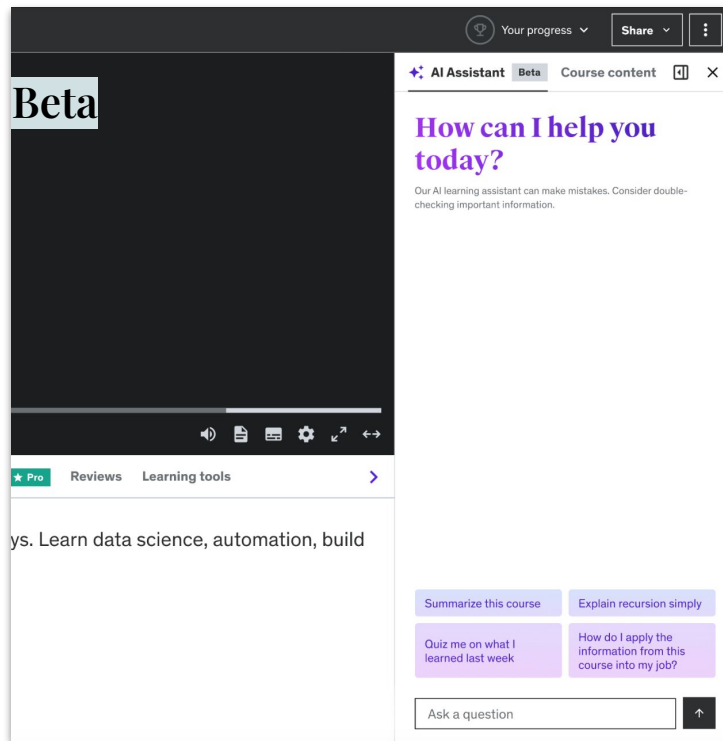
Product Manager

replied to a thread: **Hi everyone! I've been working on segmenting our qualitative experiment feedback so we can granularly compare feedback...**
thank you for pulling this together **@katherine.okpara!**

1. Really helpful to see how the tab retention change improved the learner sentiment in Mx/PP. However, it also decreased the number of responses in the survey. I am guessing our feedback count will reduce even further since AIA will be more hidden now.
 - a. Would be curious to see how this new iteration changes the Mx/PP sentiment 💡
2. Especially interesting to compare the feedback to UB with the same initial user experience. UB users found it more easy to use and helpful and had way less negative sentiment to the tab change.
 - a. One of the major reasons could be that since UB users don't pay for Udemy on their own, they could be more tolerant towards new experimental features. Whereas Mx users demand more intentional changes to their learning experience.
 - b. cross-functional partners this difference in D2C and UB behavior is an important insight for us to inform our experiment/rollout strategy for the new Course Taking experience.

Beta vs. Current Experience

Key changes: Course Content list is first tab, colors are muted, font size decreased, window width increased



Thank you!