COURSE BUILDING WORKSHEET

CONDUCT A NEEDS ANALYSIS

A needs analysis is a series of questions you should ask both yourself and the people you are writing the course for. Their answers will help you to answer what problem your course is solving. When conducting your needs analysis, be sure to ask people that are your ideal audience - they will give you the most useful feedback and information.

Questions to ask yourself:

Why do I want to build an online course?

What problem am I trying to solve?

Is there a new perspective or way of doing something that I can leverage to solve this problem in an online course?

Questions to ask your ideal audience:

What are your learning goals in this topic area?

What skills are you trying to learn regarding this topic?

What are your current skills in this topic area?

What gaps in online courses and general training are you seeing for skills/abilities you want to learn?

What would you like to see in an online course about this topic?

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CHOOSE YOUR AUDIENCE

Wherever you are in your course-building process, one of the first things you will want to get clear on who your ideal course audience is. Your course audience is the group of people you are creating your course for. It's important to identify your audience so that the right people take your course, and so that the wrong people don't take your course!

Questions to ask yourself to identify your course audience:

Who am I writing this course for?

What job type do they have?

What interests do my ideal audience have?

What would my ideal audience want to achieve by the end of this course?

How in-depth does my ideal audience want me to go into my course topic?

What is the level of skill/knowledge related to the course topic my audience should have before taking my course (beginners, intermediate skills, advanced skills)?

Fill in the blank: My course audience is...

_____

_____

_____

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A course outcome is one or more statements about what your audience will learn or what skills they will gain by taking and completing your course. This statement can then be used for marketing your course! To write your course outcome, you must identify three things: your course audience, skills your audience will gain, and the value add of your course.

To identify your <u>audience</u>, ask yourself:

Who am I writing this course for?

What job type do they have?

What interests do my ideal audience have?

To identify <u>skills</u> your audience will gain, ask yourself:

Which skill(s) or abilities will your audience gain from this course?

To what extent/depth will I help them learn this topic or develop this skill?

To identify the <u>value add</u> of your course, ask yourself:

What will your audience gain from taking your course?

Why should someone enroll in your course?

What value will this bring to someone personally? Professionally?

Course outcome formula fill-in-the-blank: "Upon completing this course, [audience] will be able to [skill(s)] in order to [value add]."

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LIST YOUR PREREQUISITES

Before publishing your course, you should identify any prerequisite skills or knowledge your audience might need before taking the course. Establishing your course prerequisites will make sure that the right audience is taking your course.

Questions to ask yourself:

Who is my audience for the course?

What level of skills do I want my audience to have before taking this course?

What level of knowledge do I want my audience to have before taking this course?

Do they need to have taken any previous courses before taking this course?

Should they have a certain type of experience (e.g. projects built)?

Do they need a specific job title or career level before taking your course?

Fill in the blank: The prerequisites for my course are:

- _____
- _____
- _____
- _____
- _____