



Learner Insights Guide

Purpose

Talk directly with learners to understand:

- What they want to learn
- What makes learning difficult
- What helps them succeed
- How to design courses that work for them

1: Prepare

- Run at least 2 focus groups with 5–8 participants per group
- Roles: Moderator (leads discussion) and Note-taker (records key points)
- Ensure consent is collected and privacy is explained

2: Welcome (10 mins)

- Explain purpose: We want to understand your experiences and needs as learners
- Explain consent and confidentiality
- Quick introductions (optional and flexible)

3: Learning Needs & Motivation (30 mins)

- What would you like to learn?
- Are there skills you want to improve?
- What makes you want to join a course?
- What helps or supports you to learn?

4. Learning Preferences & Practical needs (30 mins)

- How do you prefer to learn (online, in-person, alone, with others)?
- What makes learning easier or harder?
- What would help you take part in a course?
- Are there things in your daily life that affect this?

5. Wrap-Up (10 mins)

- Summarise key points
- Ask: Did we get this right?
- Final question: Anything else we should know?
- Capture: Key needs and challenges; Learning preferences; Suggestions for course design; Useful quotes