

Trainer Pain Points

Want to Train

Publishers want to educate users about their product(s).

Effort Intensive to Create Content

Lecture and guides require time and expertise.

Managing Many Components

Lots to set up with instructions, labs, tools required, etc.

Resource Intensive to Set Up

Setting up in-person events takes time and resources.

Need to Monetize to Sustain

Training takes resources, so monetizing is necessary.

Need for training.

Labs that are video and text based.

Hands-on training setup.

Instructor-led training.

Pricing and monetization.

Learner Pain Points

Want to Learn

End users want to learn how to use the latest products.

Lacks Real World Application

Users can't try things themselves with lectures.

Fragmented Learning Experience

Managing lab, guide, tools, distracts users from learning.

Not Self Paced

Users can't move along at their own pace if ready to do so.

Need Flexible Billing

Users want affordable training, not too expensive.