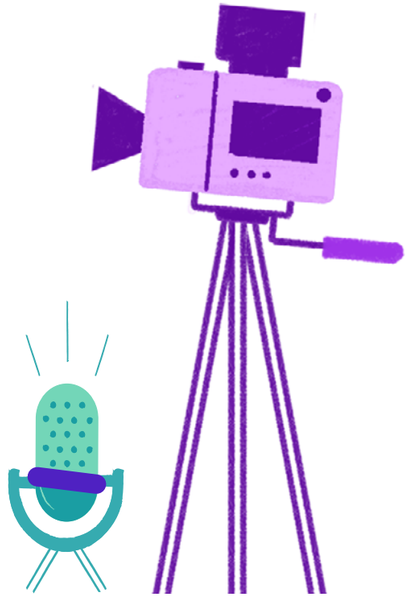
Student Experience Checklist

Learners value quality content. To create a course that satisfies learners, we recommend familiarizing yourself with these best practices for course creation:

- Professionalism
- Learning Experience
- Clear and Compelling Marketing



Professionalism

Learners evaluate courses on three main factors

Audio quality

In a world of high-quality streaming content, learners expect a certain level of professional polish when it comes to courses. We strongly recommend having your audio setup reviewed by our Test Video Service. We offer this free in the Test Video tab of your Instructor dashboard.

Good audio has:

- [ ] No background noises or hums, often caused by from electronics, appliances, environmental noise, and mic setup issues
- [ ] Little to no echo — this usually comes from hard surfaces in your recording space or from recording in a space that's too big
- [ ] No distracting "popping" sounds on "p" and "t" sounds (not all voices and mics have this problem, but if you do, a pop filter helps)
- [ ] Adequate base volume that comes out of the left and right side of your headphones

Video quality

HD video is a universal expectation. Beyond that, clear video makes your content more accessible.

Good video is:

- [ ] In HD, 720p or 1080p with 16:9 aspect ratio
- [ ] Clear, not blurry, your learning material is easily seen
- [ ] Steady, not shaky
- [ ] Well-framed and zoomed-in appropriately, so it's easy to follow along
- [ ] Well-lit and free of distractions in the video frame

Delivery quality

It's not just what you say, but how you say it.

Good delivery includes:

- [ ] Straightforward speaking style with very few "umms" and "ahhs"
- [ ] An enthusiastic and energetic tone of voice — recording equipment can strip some energy from your performance, so aim to deliver a little more enthusiasm than usual
- [ ] Clear pronunciation of words and use of pauses to emphasize important points



Learning Experience

When taking a course, people learn better when:

- ☐ **A 2-5 minute introductory lecture** tells them what to expect in the course and each section
- ☐ **You challenge them with** an engaging activity within the first 3 lectures (or first 15 minutes)
- ☐ **You share useful content early** in the course, avoiding spending too much time on background
- ☐ **Each section has a clear goal** or primary skill related to your learning objectives, with all lectures building to reach that subgoal
- ☐ **Each lecture has one main concept** and message
- ☐ **Each section has at least 1 learning activity,** such as an exercise, project, or quiz to give learners a chance to apply what they've learned
- ☐ **Lectures are between 2-6 minutes** in length (exceptions: yoga, codealongs, or meditation)
- ☐ **Lecture formats vary** throughout the course. Too much screencast or talking head can become tedious. Choose your lecture format based on the material you are teaching. Articles or text lectures and practice activities are great too.
- ☐ **They can relate to you, the instructor.** Talking head lectures build rapport, particularly early in a course.
- ☐ **Resources are easy to find.** Provide all needed resources, downloads, and links for each practice activity (ex. worksheets, source code, practice files, etc.



Clear and compelling marketing

When deciding whether or not to take your course, learners want to know:

- ☐ **What skills they will learn in your course.**
  Start your learning objectives with strong action words that complete the sentence,
  "At the end of the course, you will be able to..."

- ☐ **Who the course is made for.**
  Use descriptors such as level, industry, and learning intent to describe ideal learner who should take your course. Saying your course is for "everyone" doesn't help someone know if it's for their needs. Think "beginning developers interested in the gaming industry" or "mid-level project managers looking for PMP certification" etc. rather than, "anyone interested in the topic."

- ☐ **What kind of experience you'll provide.**
  A 2-3 minute preview video gives learners a taste of your teaching style. We recommend summarizing the learning objectives and sharing what's exciting and different about your course. Include highlights of your best lectures.

- ☐ **That it's good value for the money.**
  Your course price should be comparable to other courses in similar topics, length of content, and style of teaching. If it's priced differently, explain why.

- ☐ **What key lectures will cover.**
  Lecture descriptions add a layer of polish to your course curriculum and can make learners more confident in their purchase decision.

Learn more

We encourage you to take advantage of these resources:



Studio U

Connect with other instructors about the process and get feedback as you go

Learn more

Help and Support

Dive into frequently asked questions, how-to-articles, and troubleshooting tips

Learn more

Test Video

Get free personalized feedback in your course dashboard to help you refine your A/V setup before recording your lectures

Learn more

Marketplace Insights

Explore your course topic and how it ranks with up-to-date statistics in the marketplace

Learn more

The Teaching Center

Learn best practices from the Udemy Instructor Team from our recommended course creation process to marketing

Learn more

How to Create a Udemy Course

Watch this course to learn the fundamentals and best practices of course creation

Learn more