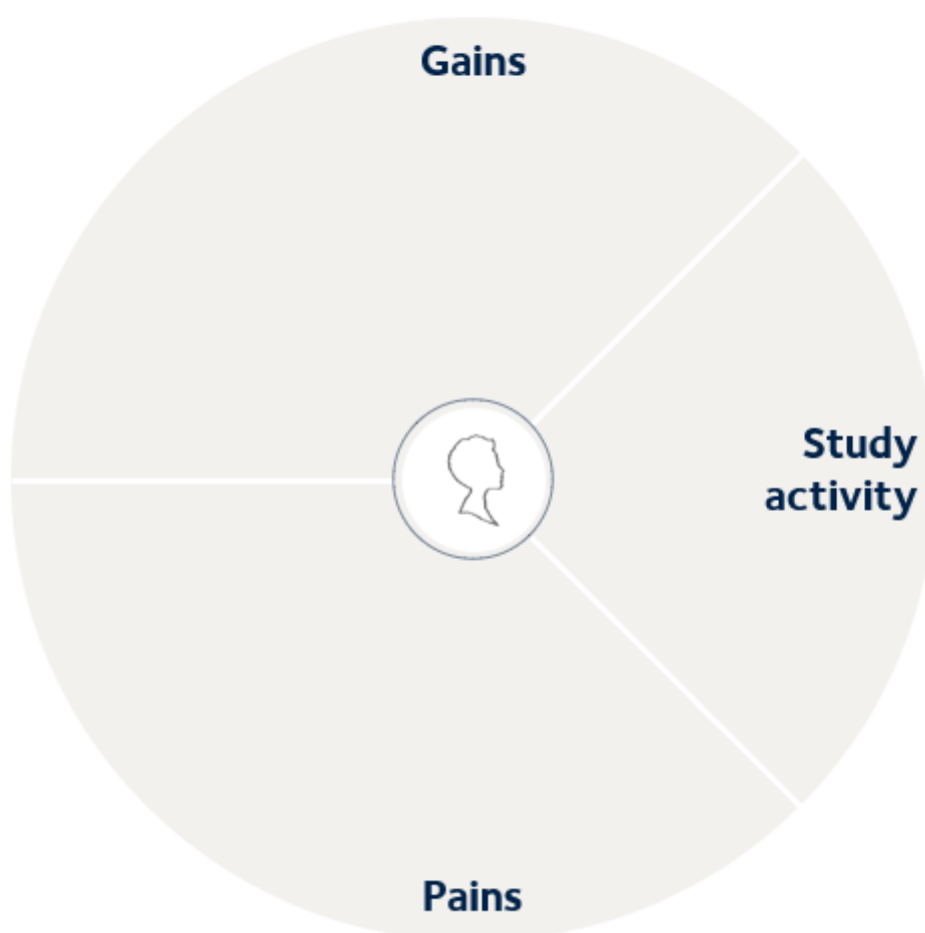Before you develop your course, you will need a clear understanding of who your potential students are, so that the course is designed for their success and to meet their needs.

This **pains and gains** activity will help you to begin to identify this student information.

You will need to **print** the template and annotate the diagrams using the prompts shown.
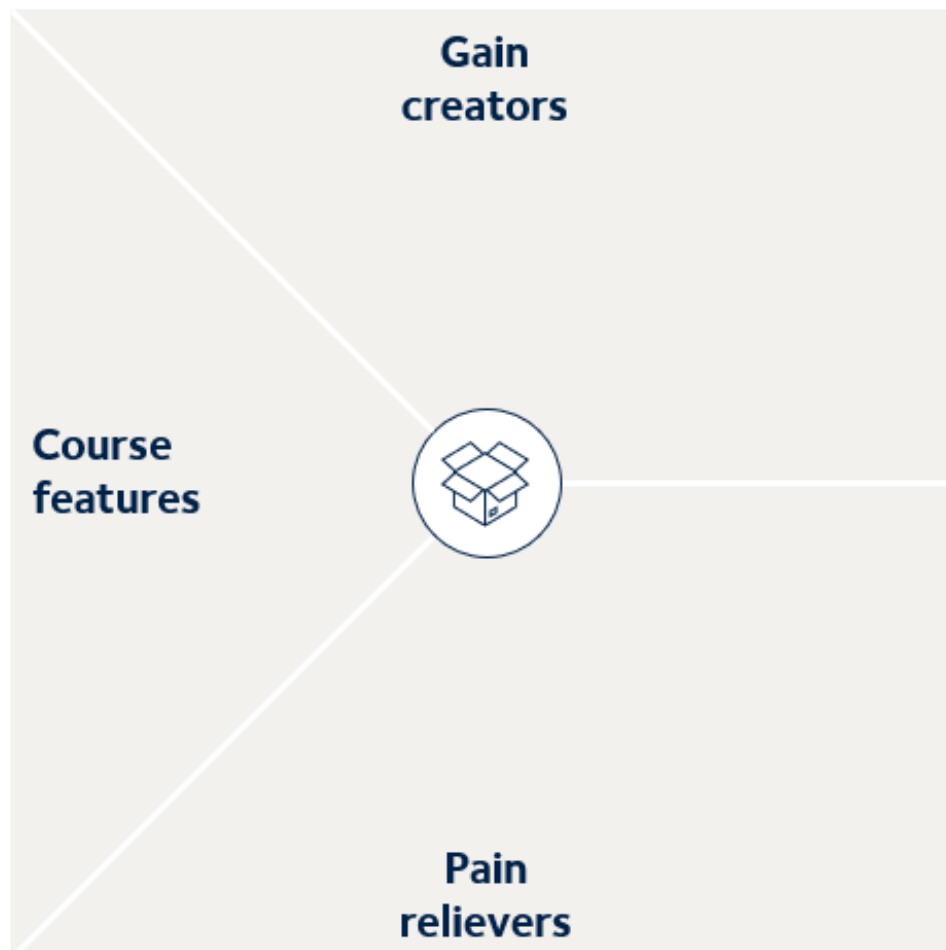

Prompts

Gains – What are your students looking for from undertaking a course? What benefits are they looking to achieve e.g. CPD hours, promotion, networking

Pains – What problems are they looking to solve through doing a course? E.g. Limitations on their time, caring responsibilities, no suitable HEIs near them, unable to do in-person

Study activity – What kinds of study activities might be suitable for them based on these needs?

An online *course*

Gain
creators

Course
features

Pain
relievers

Prompts

Gains – What are the benefits of undertaking this course?

Pains – What problems are being solved by this course?

Study activity – What features might this course have based on these identified pains and gains?