

An Analysis of EdTech Product Reviews

To Identify User Needs and Areas for Improvement

We analyzed over 10,000 user reviews of learning products to identify user challenges for your 2026 roadmap.



Assessment Products Big Picture Insight

Assessments are evolving from being barriers to inclusion to becoming intelligent, fair, and engaging ecosystems powered by analytics and user agency.



*"The ranking system is flawed. You can be in the top 1% and then lose points randomly."
"Simple, engaging, and fun. Made studying enjoyable and effective."
"I wish I could search my cards for a word like I used to."*

In 2024, accessibility was the core differentiator for assessment products.

In 2025, user expectations went:

- From inclusivity to fairness and transparency.
- From basic delivery to gamified engagement.
- From fixed test flow to personalized, searchable learning journeys.



Curriculum and Courseware Products Big Picture Insight

Curriculum & Courseware is moving beyond stable digital course delivery to personalized, AI-aware ecosystems where pedagogy, transparency, and content freshness are non-negotiable.



*"Cannot be customized to learn phrases if you just want to use it for travelling."
"They started to turn everything AI which is getting annoying"
"The app goes days and days without updating the learning path, so I end up repeating the same lessons"*

In 2024, Curriculum & Courseware needs centered on stability and reliable functionality.

In 2025, user expectations shifted:

- From functional stability to learner agency.
- From gamified engagement to AI governance.
- From reinforcing existing lessons to renewing content pipelines before adding AI overlays.



Instructional Support Products Big Picture Insight

Instructional Support is evolving from "data about learning" to "seamless, high-quality instructional ecosystems" where pedagogy, continuity, and delivery trust determine satisfaction.



"Very disappointed during the actual lectures to find out that this is your typical reading out of a book or teleprompter with zero conviction on the material."

"Lags hard, doesn't start from the correct video, and takes forever to load content."

In 2025, while analytics remain foundational, user expectations have expanded:

- From tracking learning to engaging instructional delivery (quality and pedagogy as differentiators).
- From monitoring performance to preserving continuity (stable playback and persistent learning sessions).



Supplemental and Intervention Products Big Picture Insight

Supplemental & Intervention tools are transitioning from "add-ons for practice" to "resilient intervention systems" that directly close learning gaps while sustaining motivation.



*"Change up the problems and answers"
"App was literally so cool but it's downgraded a lot and it's not fun anymore."
"Whenever I try to get into it it keeps logging me out".*

Last year, the priority was connecting external resources and ensuring progress continuity.

In 2025, user expectations shifted:

- From external support to embedded micro-remediation.
- From static game layers to evolving motivational narratives.
- From session syncing to checkpoint-based continuity that preserves learning flow.



Tutoring and Remediation Products Big Picture Insight

Tutoring & Remediation is going from transactional AI-driven Q&A to expert-calibrated and learner-controlled ecosystems that adapt to contexts both online and offline.



"Main misses are lack of background playback (really? wow), and no download button - you have to bookmark things and enable bookmark downloads".

"Not only is the app buggy, but it will give you incorrect results for no reason."

Last year's focus was on AI answer accuracy and responsive support.

In 2025, user expectations shifted:

- From AI answers to domain-calibrated tutor expertise.
- From basic access to seamless offline and multitask learning.
- From reactive support to proactive learner continuity through persistent tutoring context.