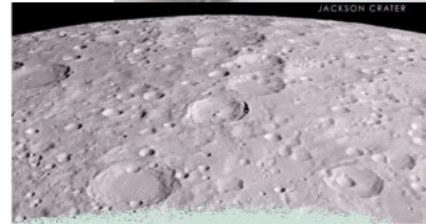# Learning experience designer

Creativity and curiosity

Human-first

Discovery

About me

What is...?

Create

Deep dive

Takeaways

Let's discuss

The learner is not (only) a user

learning experience design is more than marketing

>_ abstr**act**

A design tool...?

What is a Learner Persona

Definition

Features

Learner Personas

- used first in marketing industry
- help us understand users
- design for users' needs more effectively

A design tool...?

What is a Learner Persona

Definition

Features

What Learner personas are not...

- ✓ a magic tool to defend some features
- ✓ a way to make things complex
- ✓ the only powerful design tool

A design tool...?

What is a Learner Persona

Definition

Features

Name: Gender: Age: Lives in ... with ... Likes ...

Education and experience	
Role and responsibilities	
Technical skills	
Subject domain skills and knowledge	
Motivation and desires	
Goals and expectations	
Obstacles to their success	
Unique assets	

Create a persona

Demographics

Bio

Distinctive elements

Demographics

- Age
- Gender
- Location
- Name
- Occupation
- Education
- Picture

	Name:
	Gender:
	Age:
	Lives in ... with ... Likes ...
Education and experience	
Role and responsibilities	
Technical skills	
Subject domain skills and knowledge	
Motivation and desires	
Goals and expectations	
Obstacles to their success	
Unique assets	

Create a persona

Demographics

Bio

Distinctive elements

Bio

Make your personas come alive...

- what are their expectations?
- what are their goals and values?
- Write a believable story

	Name: Gender: Age: Lives in ... with ... Likes ...
Education and experience	
Role and responsibilities	
Technical skills	
Subject domain skills and knowledge	
Motivation and desires	
Goals and expectations	
Obstacles to their success	
Unique assets	

Create a persona

Demographics

Bio

Distinctive elements

Distinctive elements

- Like and dislike
- Quotes
- Hashtags
- ...It depends on the type of learning project

	Name: Gender: Age: Lives in ... with ... Likes ...
Education and experience	
Role and responsibilities	
Technical skills	
Subject domain skills and knowledge	
Motivation and desires	
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Create a persona

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Deep dive
3 different case studies from LXD

SCUOLA DI LIMES

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A blended learning course

- 2 different courses
- based on the entrancy level (prerequisites)
- streaming and classroom lessons

LXD Tools

- Elevator pitch
- Personas & affinity diagram
- Empathy map

Lesson learned

✓	Collaboration with SMEs
	Discussion management
	Virtual meeting integration
✗	People want to learn more
	Students need to share their experience
	Keep students into the platform

A blended learning course

- 2 different courses
- based on the entrancy level (prerequisites)
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LXD Tools

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Lesson learned

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3 different case studies from LXD

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A self-paced course

lea

- students from around the world at different times
- policymakers first, congressional staffer or NGO employee, business owners, or citizens

LXD Tools

- Learning types
- Content discovery

Lesson learned

✓	Beta testing phase and how to collect feedback
	LinkedIn group page
	Virtual training events
✗	No discussion (if you can't manage it)
	Communication with SMEs
	Content revision and accuracy

A self-paced course

iea

- students from around the world at different times
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LXD Tools

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- Content discovery

Lesson learned

Deep dive

3 different case studies from LXD

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ITonboard

A self-paced course

- Vocational orientation program for young people (12-18 years)
- Focus on the IT sector

LXD Tools

- Personas
- Journey map

Lesson learned

	Using a different wording
	Live-chat
	Pre-course survey
	No discussion (if you can't manage it)
	Testing and testing again
	Spread the voice

ITonboard

A self-paced course

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LXD Tools

- Personas
- Journey map

Lesson learned

Deep dive

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Takeaways

Are UX and LXD the same approach?

User or Learner

Lesson learned

Needs and goals are different!

UXD is about shaping the experience of using a product.

LXD is about creating an experience that enables a learner to achieve a desired learning outcome.
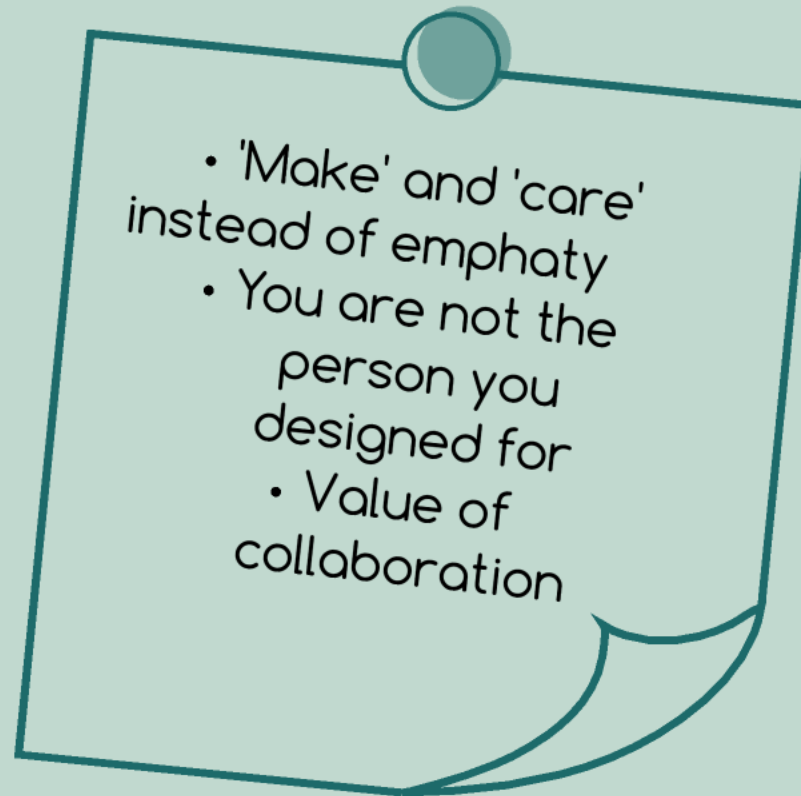
Takeaways

Are UX and LXD the same approach?

User or Learner

Lesson learned

Design or not?

some critical insights to this approach

- 'Make' and 'care' instead of emphaty
- You are not the person you designed for
- Value of collaboration

Takeaways

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User or Learner

Lesson learned

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Open discussion

ilaria.botti@abstract-technology.de

"The design method is nothing more than a series of necessary operations, arranged in a logical, experiential order. Its goal is to achieve maximum results with minimum efforts."

BRUNO MUNARI

References

References

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