



# Your secret weapon for competitive advantage: *learning experience design*

Rob Hubbard

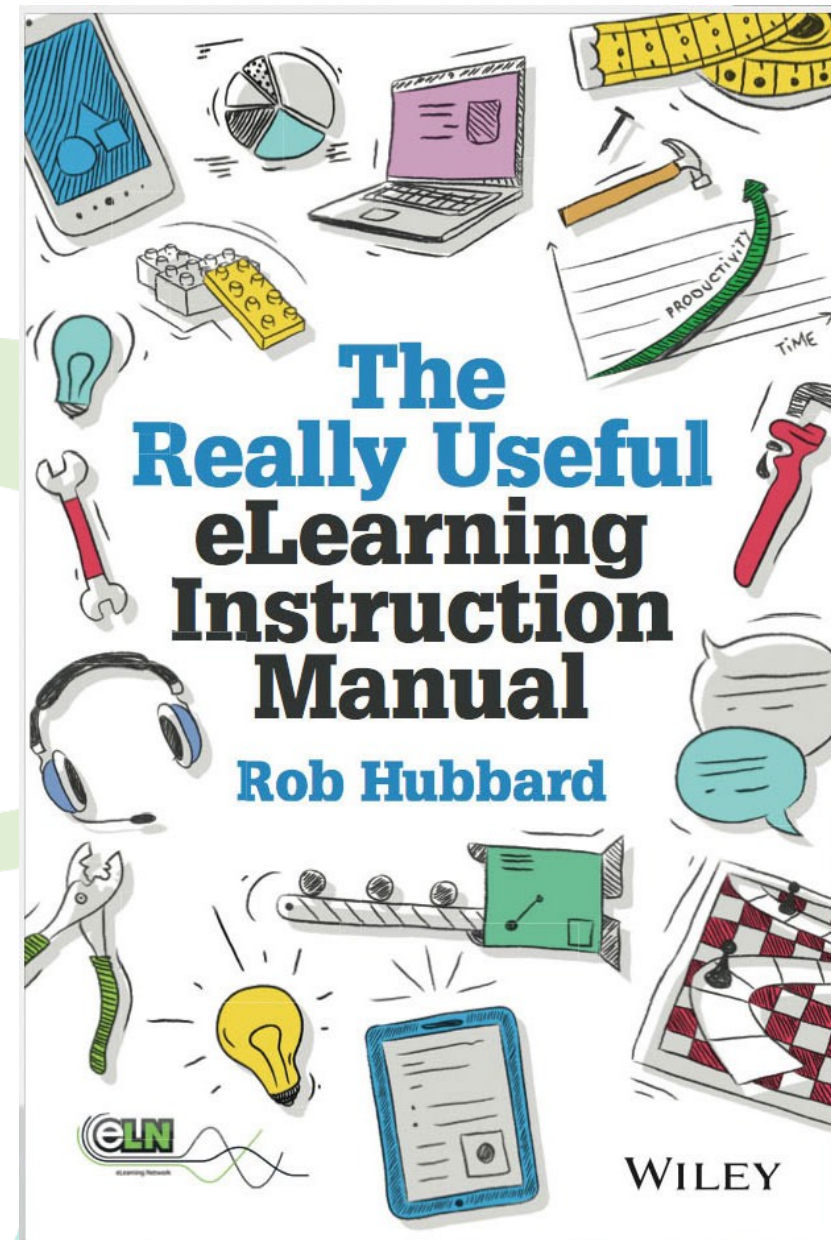
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LAS



# Rob Hubbard

physical design >> digital design  
18 years in digital learning  
conference speaker  
founder of LAS  
award judge  
author



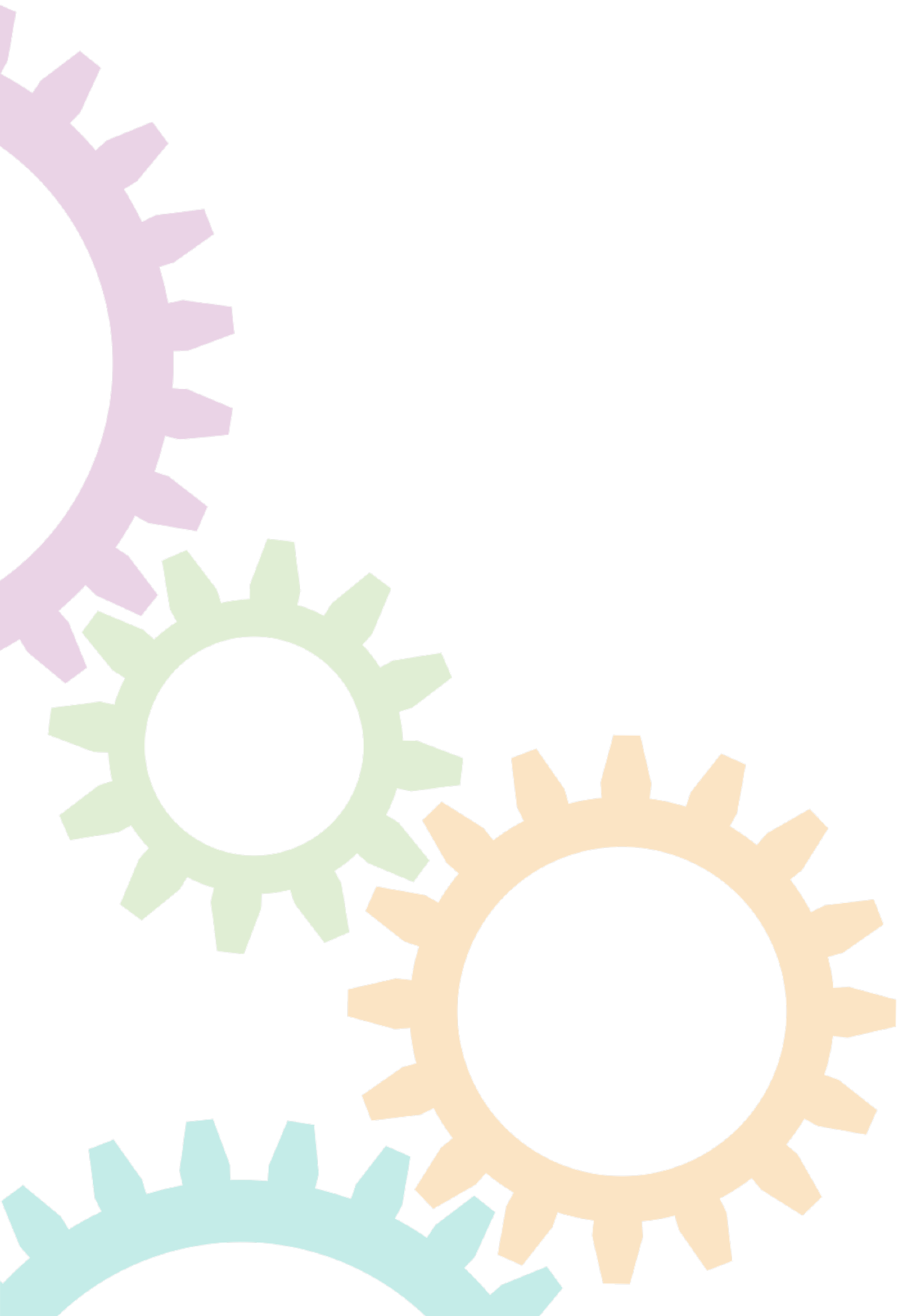


We help people and organisations grow and evolve through digital learning experiences


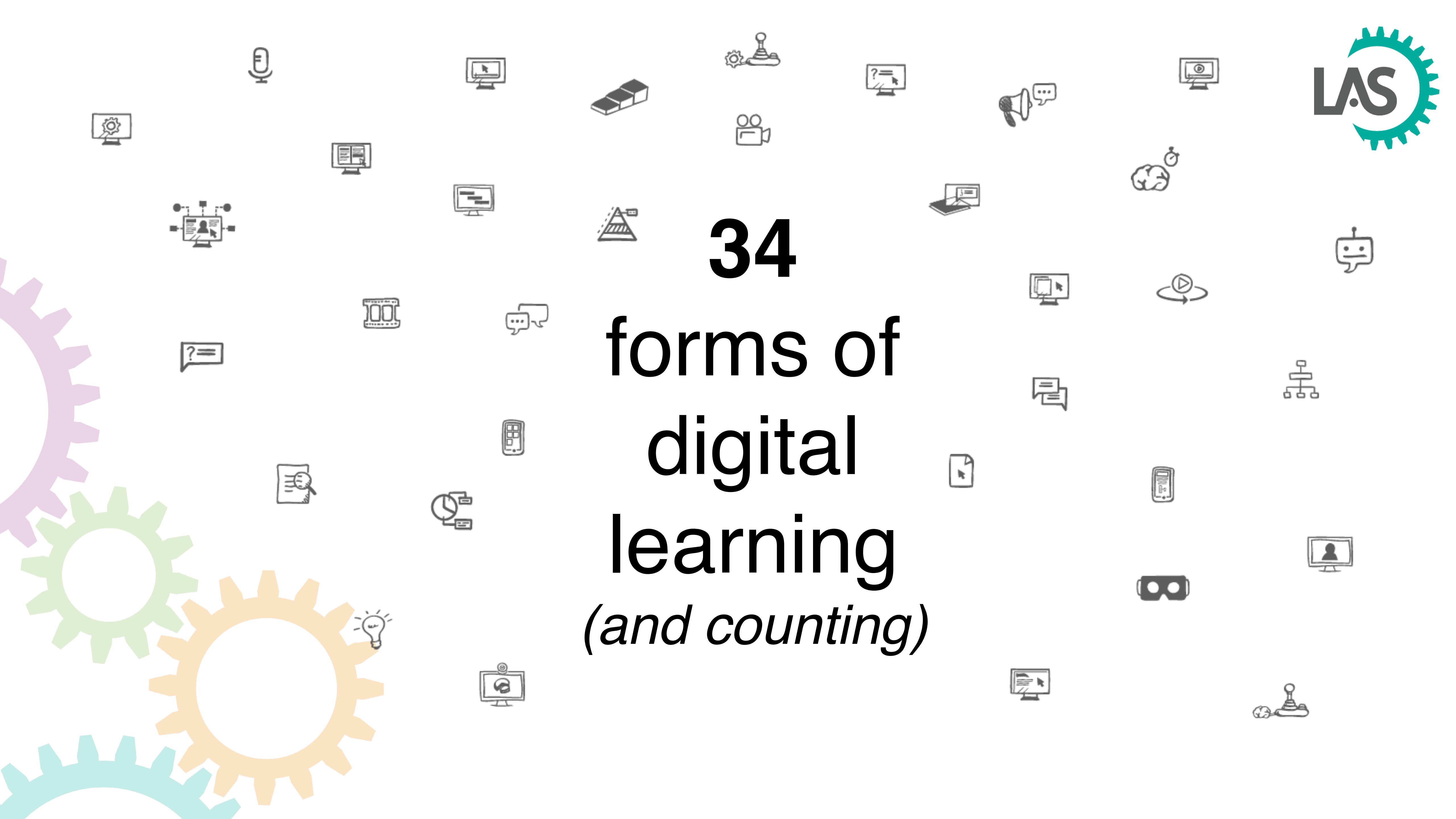




**Choice** is a good  
thing, *right?*







# 34

## forms of digital learning *(and counting)*





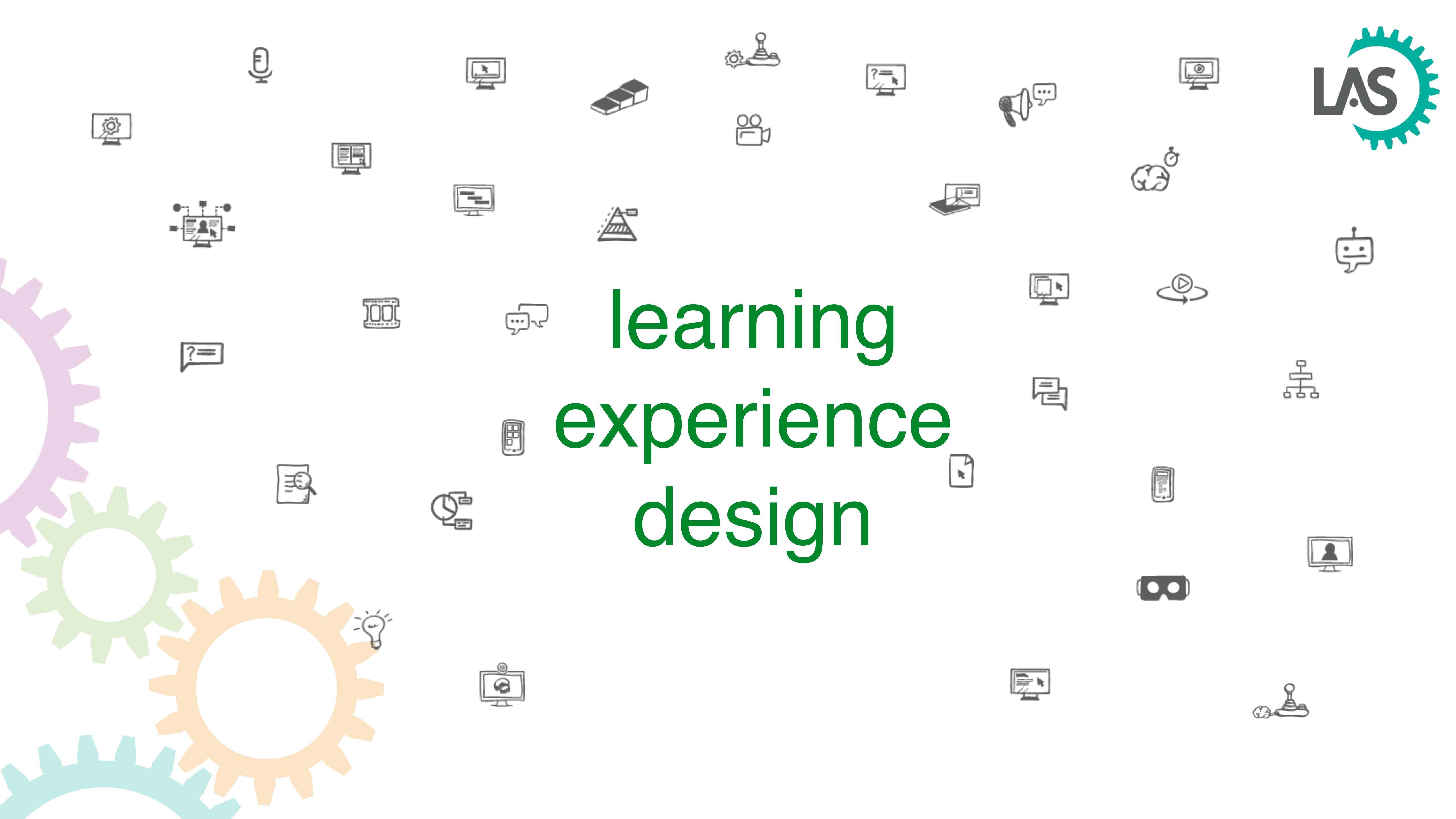


How complex are the  
problems you face at  
work compared to 10  
years ago?

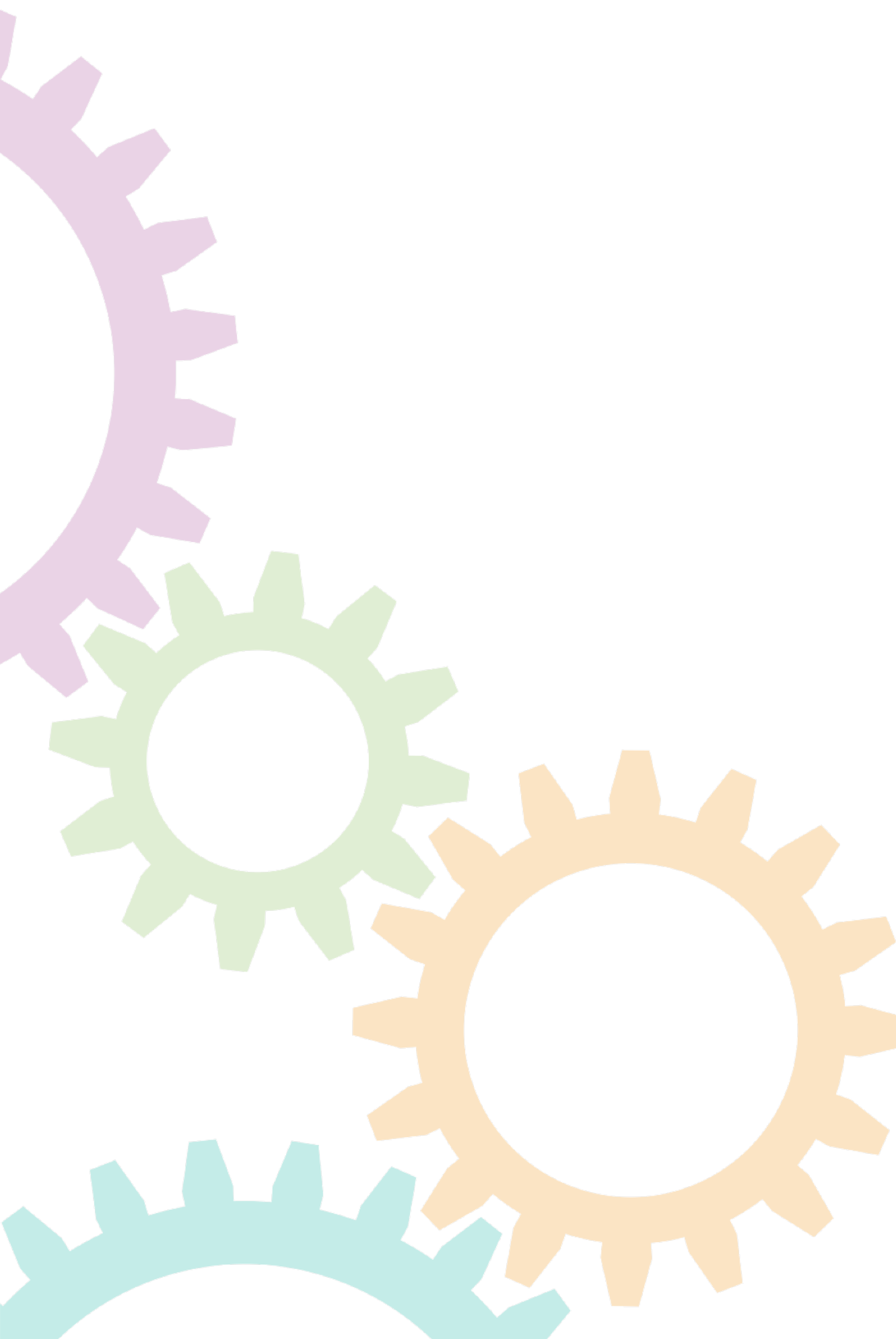




# learning experience design



# What do we mean by 'learning experience design'

Four interlocking gears in purple, green, orange, and teal are arranged vertically on the left side of the slide.

**Learning experience design** (LXD) is the process of creating **learning experiences** that enable the learner to achieve the desired **learning outcome** in a **human-centred** and **goal-oriented** way.

- Niels Floor

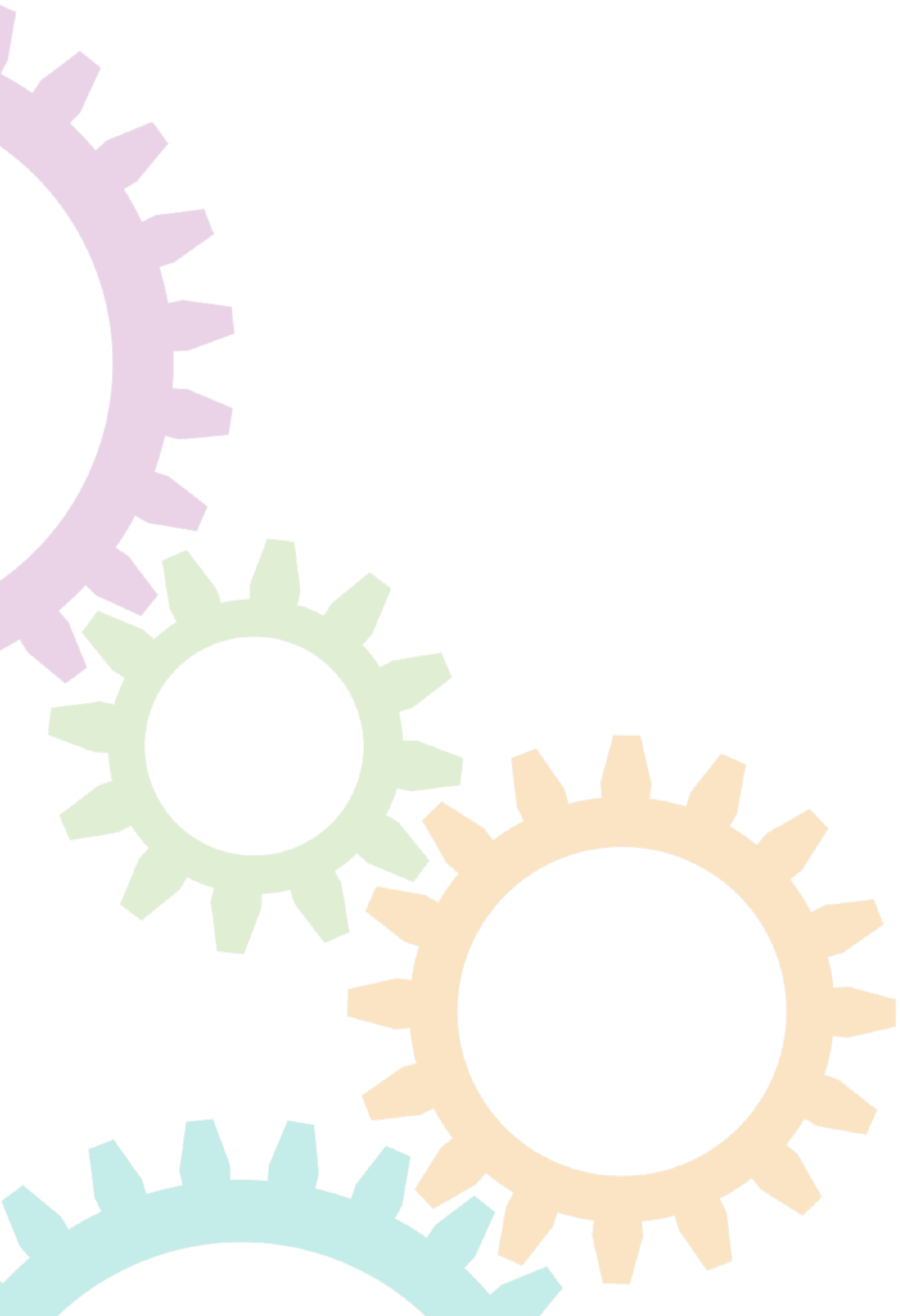
# Learning experience design =

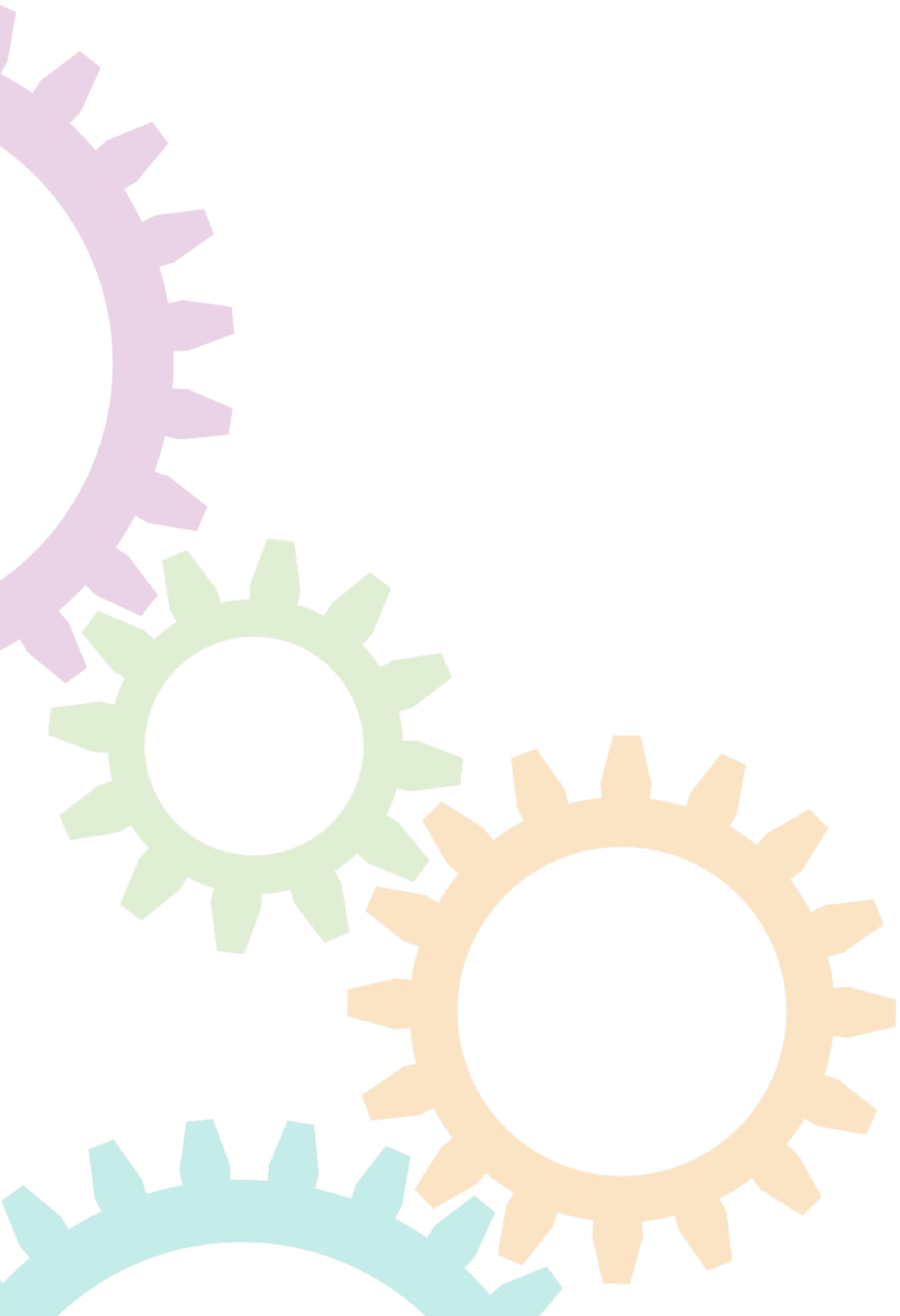


**Lean**

**Focussed**

**Human-centred**











# Robust repeatable rationale





Size of  
problem or  
opportunity



1. Learning something for the first time

*I'm a newbie!*

2. Learning more about something

*I get it and I want to know more*

3. Remembering what you learned and applying it

*OK, so how do I apply this?*

4. Adapting when something changes

*Tell me what's new*

5. Finding a solution when something goes wrong

# Audience



# Existing IT infrastructure





MACRO  
Culture  
MICRO

Time available



# digital learning diagnostic

[www.las-hq.com](http://www.las-hq.com)



## DIGITAL LEARNING DIAGNOSTIC

Making sense of the digital learning landscape 



Which 'moment of learning need' do you want to explore?


☒ New

☐ More

☐ Apply

☐ Solve

☐ Change




When does your solution need to be launched?

Less than 4 weeks

6 months

More than 12 months




How large is the problem or opportunity for your organisation?

Small


Medium

Large




view results


↓



GAMES


Encourage repetition through fun. Users get a sense of progress / achievement through scores, rewards and / or competition.






COMMS CAMPAIGN


Not a learning experience as such, a well-executed communications campaign will help adoption and user engagement.






APPS


Phone or tablet apps, native or web.








WEBSITES

Websites usually hosted on the organisation's intranet.





 Download your selected solutions

next steps

# Your turn



## WEBSITES



Websites usually hosted on the organisation's intranet.



These are a great way to provide knowledge and performance support when there is little need for interactivity.



Simple websites can be built using an organisation's intranet page authoring tool. More advanced sites will need to custom built.

**TYPICAL DEV TIME:**

**28 days**

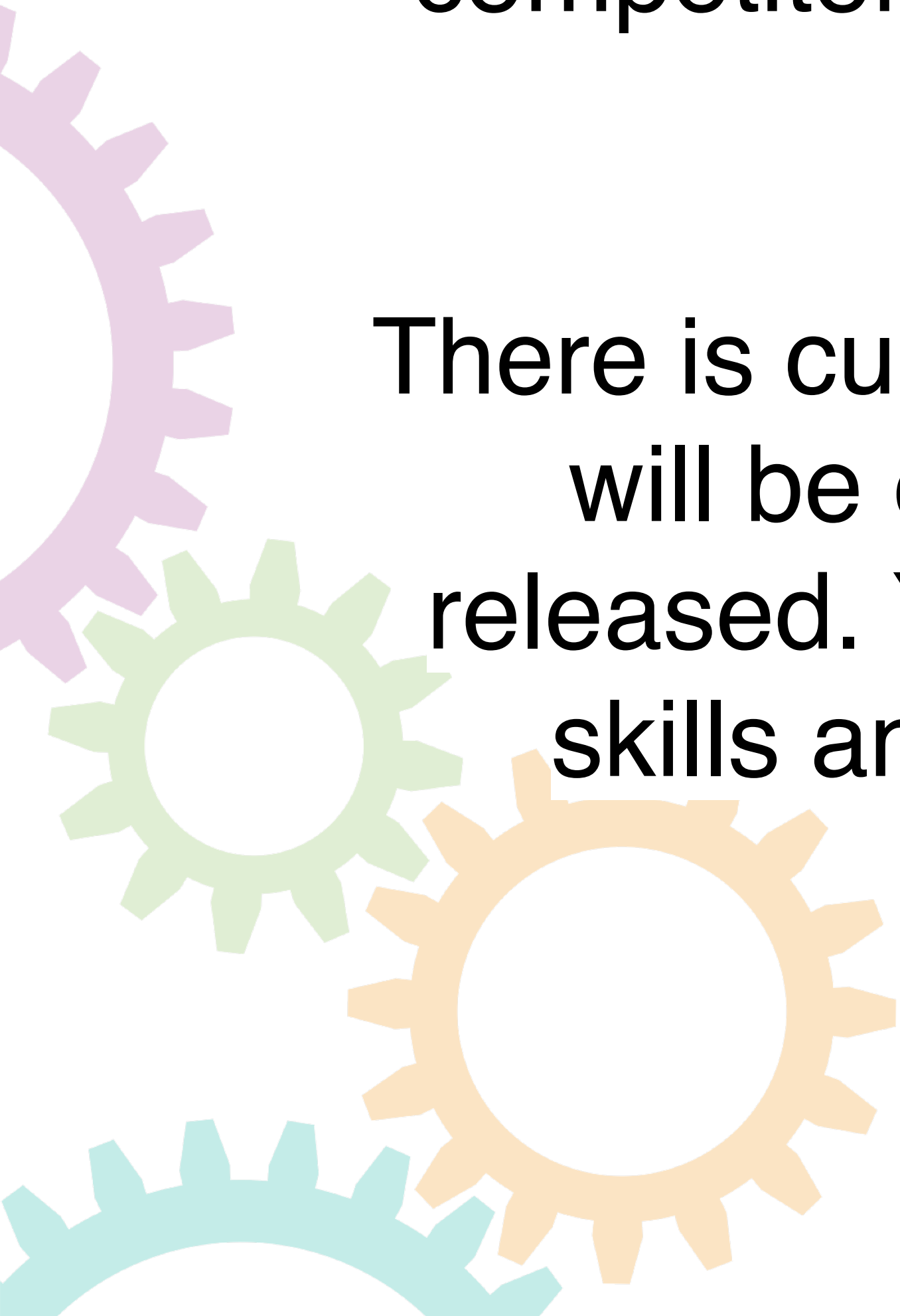
**TYPICAL INVESTMENT:**

**£££**



Your organisation is launching a new B2B digital product in 6 months time. It is the first of a kind, however competitors are expected to release similar products in 12-18 month's time.

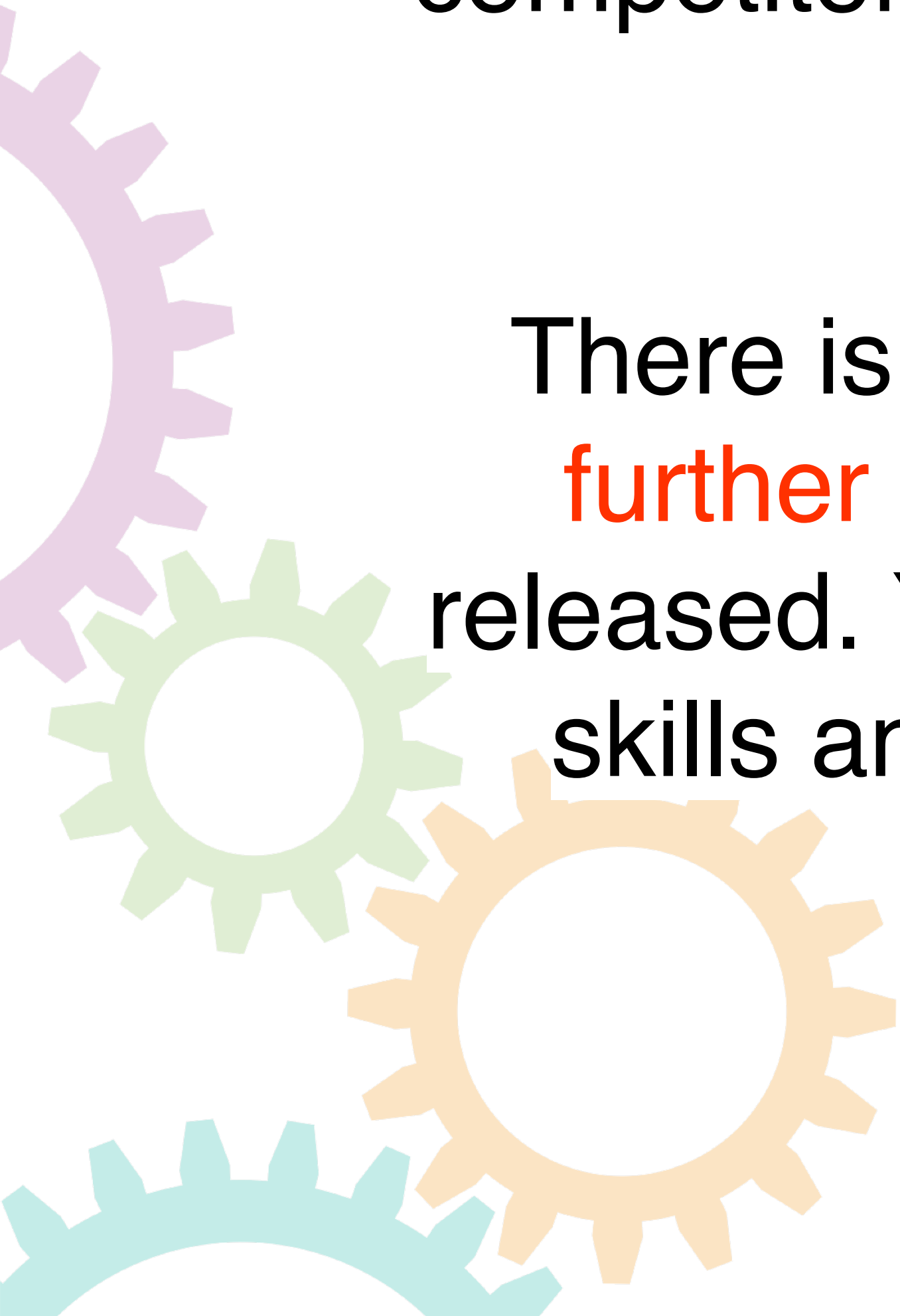
There is currently a large market for the product, but that will be eroded when the competitor products are released. You need to equip your sales teams with the skills and knowledge needed to best sell the new product.





Your organisation is launching a new B2B digital product in 6 months time. It is the first of a kind, however competitors are expected to release similar products in 12-18 month's time.

There is a **small** market for the product, that will be **further** eroded when the competitor products are released. You need to equip your sales teams with the skills and knowledge needed to best sell the new product.




# digital learning diagnostic

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