

# Digital Literacy - current planned experience (OXA)

- New landing page experience on microsoft.com/digitalliteracy
- New course content on opened.microsoft.com (English only)
- Existing localized course content - no change

## Advantages

- Course is already implemented in OXA
- New accessible landing page
- BI integration with OXA
- Localized content for targeted languages
  - English > New course / Other Languages > Existing course

## Concerns

- Requires authentication to consume course
- High barrier to entry (8-20 pages prior to accessing course)
- Not enough user data on the impacts of the OXA experience on the target audience’s technical ability.
- Course experience is not responsive
- Course experience accessibility dependent on OXA functionality
- Course experience localization dependent on OXA functionality
- Segmented experience (landing page and course does not have a consistent UI)
- Limited ability to evolve/improve the course experience
- Reduced ability to align Microsoft Learn experience

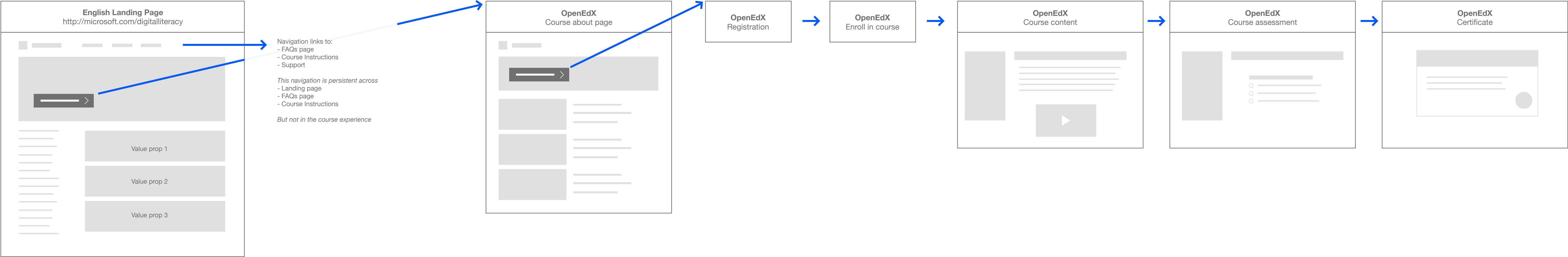
## UX Recommendation

This experience is not recommended.  
The technical barriers are too high based on the audience’s presumed technical abilities.

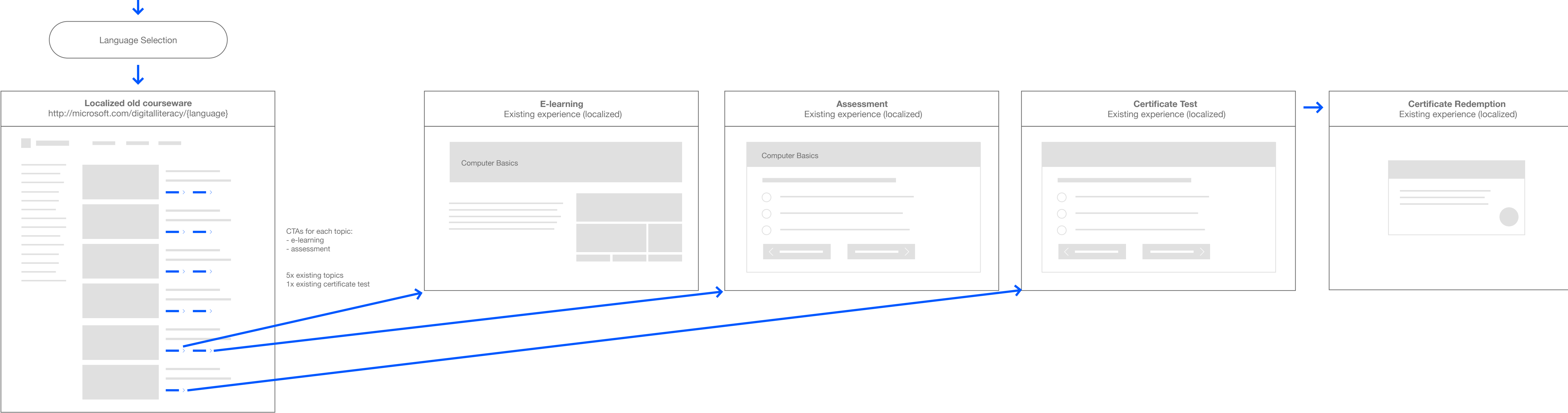
*Currently user testing OXA with target audience. Report expected late November.*

# Currently planned experience

English Only



Localized in 11 languages



# Proposed Experience - Phase 1

- New landing page experience on microsoft.com/digitalliteracy
- Existing course content / Existing course experience on microsoft.com/digitalliteracy

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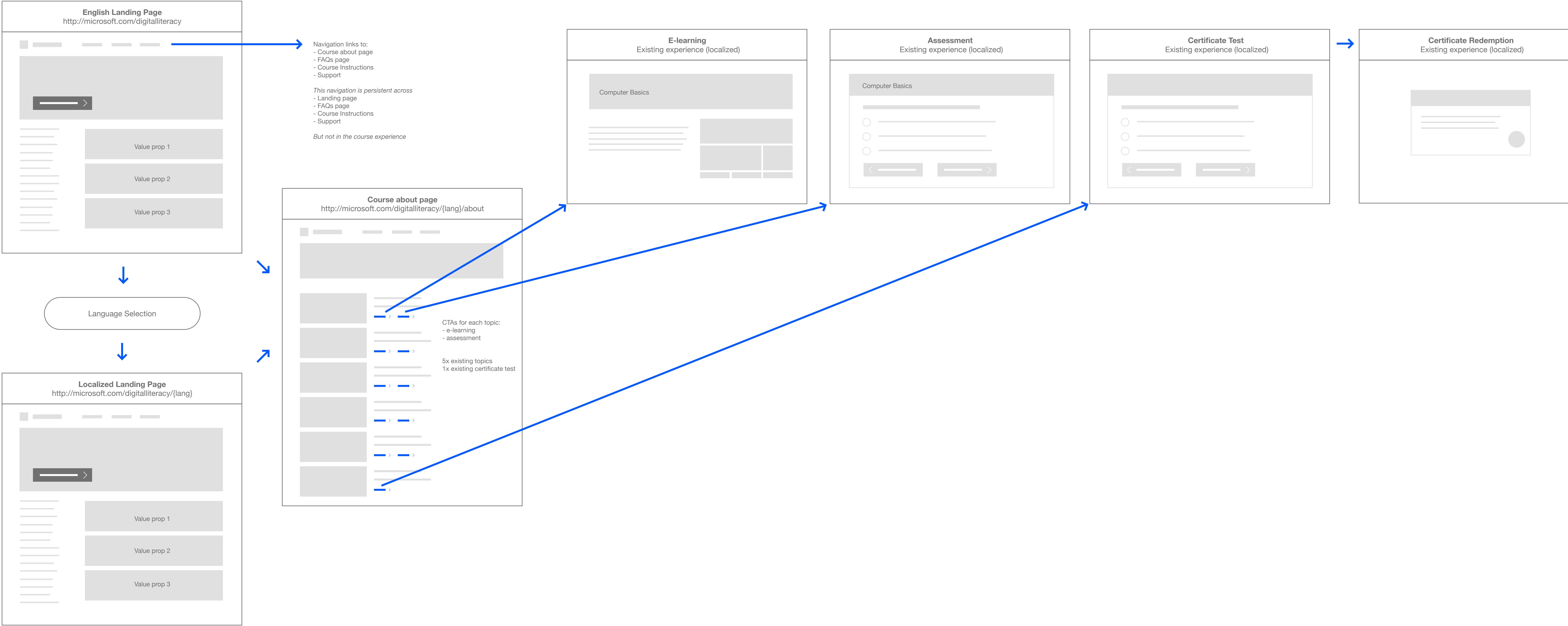
## Advantages

- Partial accessibility improvement - landing page
- Consistent experience across all languages
- Localized content for targeted languages
  - All Languages > Existing course
- Opportunity to phase the experience with reduced impacted to users
- Limited rework to planned landing page experience
- Retains anonymous course consumption

## Concerns

- Existing content for all users
- Existing course experience lacks proper accessibility

# Proposed Experience - Phase 1



# Proposed Experience - Phase 2

- New landing page experience on microsoft.com/digitalliteracy
- New course content / New course experience

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## Advantages

- Fully accessible experience - landing page & course
- Course content is responsive
- Retains anonymous course consumption
- Can be designed to be consistent with Microsoft Learn
- Opportunity to leverage certificate service
- Can leverage Markdown course content to build new course experience
- Opportunities to evolve/improve the course experience

## Concerns

- Requires new design for course experience
- Need to determine how to handle self-assessments in course modules
- Need to determine how to handle certificate test

# Proposed Experience - Phase 2

