

A wide-angle photograph of a mountainous landscape during sunset or sunrise. In the foreground, several tall, dark evergreen trees stand on a rocky outcrop. The ground is covered with low-lying green shrubs and patches of grass. In the middle ground, a dense forest of coniferous trees covers a hillside. The background features majestic mountains with their peaks partially covered in snow. The sky is filled with soft, warm-colored clouds, transitioning from deep blue to bright orange and yellow near the horizon where the sun is low.

Driving new user growth & successful onboarding

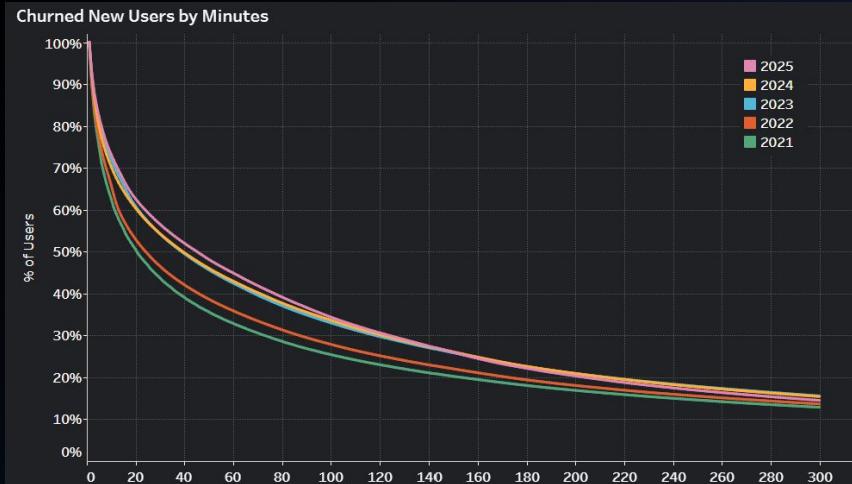
Learning

Julie Lottering | Director of Education, Learning & Training

The Challenge

50% of new users don't spend more than 45 minutes in engine

- Epic doesn't succeed based on rendering power alone; we succeed through ease of learning
- Currently, we're forcing creators to go on a solo quest for answers, and they're getting lost in the woods. [The Editor Assistant helps, but only if you know what to ask](#)
- The Data: New user acquisition is down 5% YoY creating a 9% drop in core users.
 - [We are documenting the tech, but we are failing the human.](#) A means our current "Library" approach isn't sparking connection



The Hard Truth

Creators are lost: Generic onboarding is a churn risk

Metric	2025 MAU	% of New	YoY
Median Time Spent	1.23 hours	-	-2.7% from 1.25
Users w/ 1+ In-Engine Hours	100.1K	53.5%	-4.7% from 105K
Users w/ 30+ In-Engine Hours	17.1K	9.1%	-9.1% from 18.8K
Average distinct dates opening UE	3.17	-	-2.2% from 3.24
Users w/ 2+ distinct dates opening UE	84.9K	45.4%	-7.3% from 91.5K
Users w/ 8+ distinct dates opening UE	20.0K	10.7%	-7.1% from 21.5K

Current State

The screenshot shows the 'Learning Path Content' section of the Unreal Engine website. It includes:

- Project Files**: A thumbnail for 'Download the Stack-O-Bot Project' showing a small green robot.
- Videos**: A thumbnail for 'Your First Game In Unreal Engine 5' showing a character in a dark environment.
- TALKS & DEMOS**: A thumbnail for 'Third Person Sample Stack-O-Bot explained' showing a cartoon character.

On the right side, there's a sidebar with links to other resources:

- An Introduction to the Choose Plugin in Unreal
- BCn Texture Compress Guide
- Minimap
- Aula 24 - Pre-Production Level Pt2 -...

Drowning users in tutorials

Cold, technical feature lists

Generic paths further diluted by broad industry labels

Why it isn't working

Example:

- Sometimes we disproportionately focused on current customers, overlooking the perspective of new learners
- Users are signaling who they are (M&E, Auto, AEC), but the current product team isn't connected to the BDs leading to generic, irrelevant onboarding
- 2025 strategies were employed by the content team to engage users, they were well received, but the net-net on improving user drop off was flat

[Link](#)

Epic Developer Assistant test case: Blender to UE

"I'm new to Unreal Engine. Create a learning path for animation pipeline from Blender to Unreal Engine with links to documentation."

Here is a beginner-friendly learning path outlining the animation pipeline from Blender to Unreal Engine 5, including key steps with official documentation links:

1. Understand Skeleton Creation & Naming Conventions

- Learn how to create a consistent bone hierarchy in Blender.
- Use consistent bone naming to facilitate animation sharing and retargeting in UE5.
- Avoid inline twist bones for limbs to prevent import issues.

Docs:

Skeleton/Animation IO

2. Export Animation from Blender Using FBX

- Export skeletal mesh and animations using the FBX format.
- Export geometry once; subsequent exports for animations should exclude mesh to keep files lightweight.
- Ensure bone hierarchy and naming is preserved.
- Set correct units (Unreal uses centimeters) and frame rate (default 30fps) in Blender export settings.

16 Docs referenced

Only 1 as hyperlink

Future State

Role Based Onboarding

- Get granular about who we are targeting for conversion
- Develop role-aware learning content
- Onboarding targets the user's goals first

Human Led Content that Drives Adoption

- Deliver focused 3-5 mini lessons by instructors the community loves
- Pro Path Manuals: Provide deep-dive, advanced field manuals to help creators graduate to pro level workflows

Why this Matters

- Drive new users through cross channel promotion
- Focus on the first 5 hours with strong project outcomes
- 30+ hours in editor have a retention odds of > 50%

We want to fill in the steps in the current customer journey

1hr

5hrs

10hrs

30hrs

100+ hrs

I am a fan of UE &
want to try it

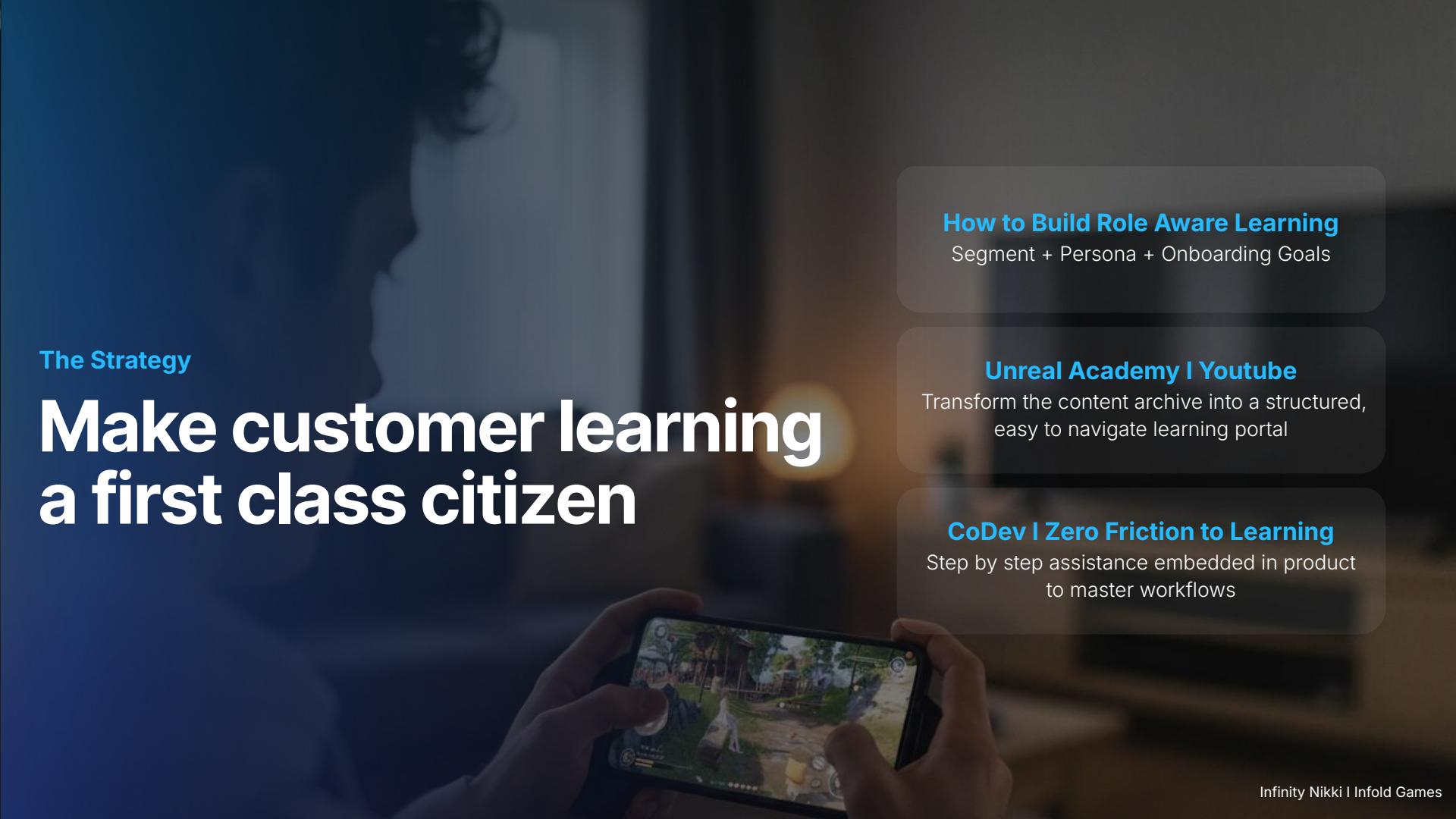
This is too hard

I love UE and want
to share what I
know

I am building a
following

Our path to success drives secondary content creation & fuels adoption

Name	Channel (YouTube Handle)	Subscriber Count	Industry	Region
Unreal Sensei	@UnrealSensei	551k	GAMES	AMER
Matt Workman	@CinematographyDatabase	278k	M&E	AMER
Reza Sarkamari	@resasarkamari	253k	M&E	APAC
Ryan Laley	@RyanLaley	124k	GAMES	EMEA
Josh Toonen	@JoshToonen	119k	M&E	AMER
Shaun Foster	@ShaunFoster	11.3k	M&E	AMER
Cleverlike	@Cleverlike	7.64k	GAMES	AMER
Logan Pinney	@LoganPinney	3.69k	ANIMATION	AMER
Ben Blau	@benblaumentalism6245	935	GAMES	AMER
Edward Dawson-Taylor	@edtcg	823	M&E	AMER
Carlos Vilchis	@DrRealTime	283	M&E	AMER
Sean Gobey	@seangobey	149	GAMES	ANZ



The Strategy

Make customer learning a first class citizen

How to Build Role Aware Learning

Segment + Persona + Onboarding Goals

Unreal Academy | Youtube

Transform the content archive into a structured,
easy to navigate learning portal

CoDev | Zero Friction to Learning

Step by step assistance embedded in product
to master workflows

Example I Role Aware Learning

Industry Segment	
AAA	<i>Large teams > 100 FTE with established publishers, and > \$100M budgets. Using internal tech.</i>
AA	<i>Mid-size teams 50-100 developers, with production experience, publisher and budgets > \$1M. No internal tech.</i>
III	<i>Small teams 10-50 developers, with AAA production experience and funding. No internal tech.</i>
Indie	<i>Small teams < 9 developers, often independent and self-funded. No internal tech.</i> <i>Enthusiasts, hobbyists, beginners</i>
Student and Hobbyists	

Build Persona & Identify Goals



Isaac the Indie

Context: Likely moving from Unity or Godot, or a hobbyist moving into professional development. They are "all about solving puzzles" and see themselves as the "Tony Starks" of their own small world.

First 5 hours with Collaborators



Unreal Sensei
Build your first game

Value Led Path

Partner with trusted online teachers for a friendly touchpoint

Each class has a little win and can stand on its own, but also build together for outcome based learning

Pro Path



Getting you to MVP

Wk 1: Isaac needs to see how his existing assets feel in the new engine immediately.

Wk 2: Isaac needs the **Gameplay Framework** because he is building the rules of the world,

Wk 3: Isaac uses **Lumen** and **Nanite** to make his small-budget game look like a AAA title.

Wk 4: Shipping. Focus on **Optimization and Publishing**. For an indie, "done is better than perfect."

Games Example I Indie Isaac



Profile: Solo creator or small team lead

Company type / size: Indie Games, 2-10 people

Context: Likely moving from Unity or Godot, or a hobbyist moving into professional development. They are "all about solving puzzles" and see themselves as the "Tony Stark's" of their own small world.

Passions

- Creative Autonomy: They love the "science of things" and "figuring out how things work".
- World Building: They are "passionate about creating things and building something," often tinkering with side projects like Raspberry Pi or 3D printing.
- The "Wow" Factor: While they are "discreet people" who aren't into "bling," they are driven by the "wowing capacity" of showing a polished game they built themselves.



Mindset

- The Tinkerer: They are "constantly into tinkering and new tech". They want "clever solutions to get the job done" rather than doing things strictly "by the book".
- Pragmatic & Ambitious: They have a "pragmatic mind" and a "business mind". They are "more ambitious" because their livelihood depends on the success of their own IP.
- Risk-Taking yet Frugal: Unlike the "risk-adverse" corporate suits, they are willing to take chances on new tech if it saves them time or money.



Media they consume

- Developer Forums: They live on Reddit, Hacker News, and GitHub.
- Niche & Pop Geek Culture: They enjoy "adult animation shows," "90s anime," and "niche films".
- Intellectual Scratching: They read content from Gizmodo, The Next Web, and Popular Science to keep their "curiosity itch" satisfied.



Pain Points

- The "Technical Debt" Trap: He fears building a system in Week 2 that becomes a "black box" he can't fix in Week 20. He hates "spaghetti code" but often creates it in the name of a fast MVP.
- The Content Treadmill: As a solo or small lead, he struggles with the sheer volume of assets needed. He feels the "blank map" syndrome acutely.
- Feature Creep vs. Marketability: He struggles to know when a "clever mechanic" is a waste of time or the game's "Unique Selling Point" (USP).
- Platform Fragility: Coming from Unity or Godot, he is hyper-sensitive to "engine bloat" and fears his game won't run on mid-range hardware without a PhD in optimization.



Types of content they like

- Under the Hood: They enjoy getting a "look under the hood" to learn how a specific mechanic was made so they can "do it themselves".
- Devlogs: They relate to "intelligent and humorous content" that documents the struggle of game dev.
- Technical Deep Dives: They need "very educated" content that addresses them as peers, not students.



Types of brands they like

- Open & Accessible: Raspberry Pi, Arduino, and Linux.
- Tech-Forward: Tesla, Apple, and Nvidia.
- Indie Staples: Steam, Discord, and Itch.io.



	Indie Games	Programmer	Animation	Rigging	Design
Role / Persona	Solo creator or small team lead (2-10 people)	Software Engineer or Gameplay Programmer (3-10 years experience)	Mid-career artist or recent grad (2-5 years experience)	Technical Director (TD) or Character TD (3-8 years experience)	Marketing Tech Leader (7-10 yrs experience) for brand-tech implementation
Why this role/persona?	<ul style="list-style-type: none"> AAA is a key group accessing customer training programs A crucial segment for MAU growth This group is the most relevant cohort to convert to UE6 	<ul style="list-style-type: none"> Important for Unity to UE conversion Important to win regions like China Past training for C++ & UE had unmatched popularity 	<ul style="list-style-type: none"> Largest segment of users to convert matched with product readiness The large segment warrants sustained investment beyond standard customer training programs 	<ul style="list-style-type: none"> Small, but critical segment to capture the full animation pipeline 	<ul style="list-style-type: none"> Largest team size for retail/CPMG Bigger budget
Onboarding Goal	Creative autonomy	Understand the framework and gameplay architecture; move from "playing with assets" to deep structural mastery	Focus on performance and storytelling using UE's Sequencer to help you achieve cinematic results faster than traditional rendering	Demonstrate how Unreal's Control Rig and Modular Rigging replace the traditional Maya-to-Engine FBX export	
Collaborator	 Build your first game with UE	 Dive into Game Dev with UE	 Animate with interactive performance	 Let's rig a biped	 Wow your audience & scale your content pipeline
First 5 hrs Collaborator	<ul style="list-style-type: none"> Core Systems & Scripting Cinematics & Visual Finalization Animation & Asset Pipeline Specialized Tools & FX 	<ul style="list-style-type: none"> C++ Game Logic AI, and Networking 	<ul style="list-style-type: none"> Real-Time Cinematic Production: From Agora Project to Final Shot Dynamic World Building: Character Integration & Environment Layout Advanced Motion Pipelines: Mocap 	<ul style="list-style-type: none"> Core Engine Fundamentals Animation Tool Introduction Biped Rigging Advanced Rigging & Deformations 	<ul style="list-style-type: none"> UE for Brand Storytelling Building an Automated Content Pipeline Executive Real-Time Strategy
Pro Path (100 level courses)	Build a MVP in 3 weeks Fellowship program	Programming Essentials	Keyframe Essentials	Rigging Essentials	UE Foundations

The Strategy

What does this look like on Youtube



Unreal Academy Youtube

Problem

3,400+ videos acting as a passive archive with fragmented engagement.

Solution

Transform the 'courses' section into the **Unreal Academy**—a structured, human-centric learning ecosystem

Goal

Shift from "searching for tutorials" to "offering paths with outcomes" to drive adoption and retention

Home
 Shorts
 Subscriptions

You >

 History
 Playlists
 Watch later
 Liked videos

Explore

 Music
 Movies & TV
 Live
▼ Show moreMore from YouTube
 YouTube Premium
 YouTube Music
 YouTube Kids

Settings



Unreal Academy

@Unreal Academy 1.26M subscribers · 3.5K videos

Welcome to the official learning home of Unreal Engine...[more](#)[unrealengine.com](#) and 8 more links[Subscribe](#)[Home](#)[Videos](#)[Shorts](#)[Live](#)[Courses](#)[Playlists](#)[Posts](#)

Meet Your Instructors

Meet the team behind Unreal Academy

512,442 views · 1 month ago

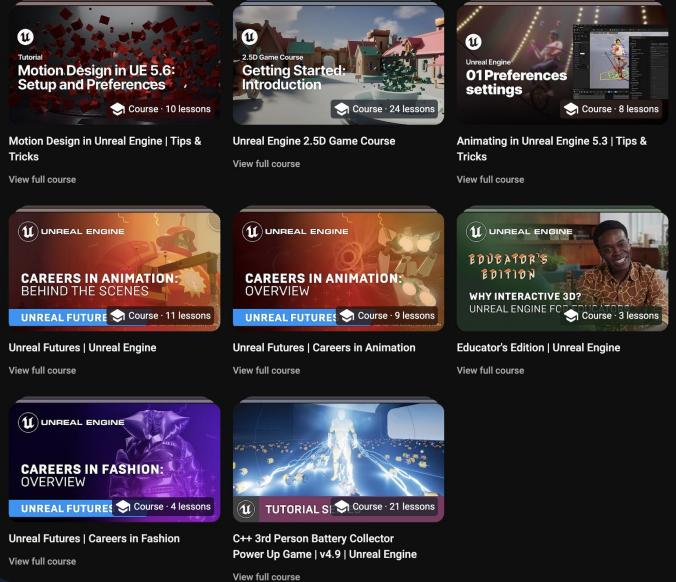
Master the tools used by the world's leading game developers, architects, and filmmakers.

Unreal Academy provides high-impact technical education directly from the experts.

...

[READ MORE](#)

Home Videos Shorts Live Courses Playlists Posts



Current

Unreal Engine YouTube Course Page

Unclear thumbnails, inconsistent titles, videos not chaptered, blend in with the rest of the library.



Future

Unreal Engine YouTube Course Page

Leverages YouTube's features for organic growth. Includes bespoke course branding, on camera talent, clear learning paths with chaptered videos and learning objectives that are visually represented.

Home

Shorts

Subscriptions

You >

History

Playlists

Watch later

Liked videos

Explore

Music

Movies & TV

Live

Show more

Onboarding Courses

Home

Videos

Shorts

Live

Courses

Playlists

Posts

Q

Meet Your Instructors

Play all

Build your first game
with UE

Unreal Sensei

Dive into Game Dev
with UE

Ryan Layley

Animate with interactive
performance

Sir Wade Neistadt



Let's rig a biped

James Burton

Wow your audience &
scale your content
pipeline

Sam Anderson

Indies

Play all

Build your first game
with UECore Systems &
ScriptingCinematics & Visual
FinalizationAnimation & Asset
PipelineSpecialized Tools &
FX

Pro Path: Build a playable game in 3 week



Not assigned



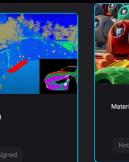
Not assigned



Not assigned



Not assigned



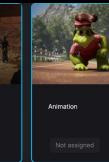
Not assigned



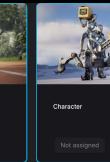
Not assigned



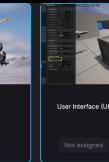
Not assigned



Not assigned



Not assigned



Not assigned

More from YouTube

YouTube Premium

100 level Courses

Link

Link

Pro Path: Build a playable game in 3 week



Not assigned



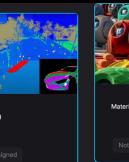
Not assigned



Not assigned



Not assigned



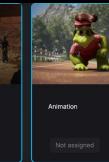
Not assigned



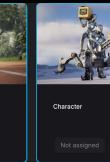
Not assigned



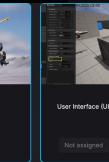
Not assigned



Not assigned



Not assigned



Not assigned

Ensuring ROI & Cost Efficiency

Content for the Globe

English (Original)



Italian (AI Dubbed)



Measuring Learning & Retention

- Quizzes can act as a metric to measure knowledge acquisition and user retention



Ensuring ROI & Cost Efficiency

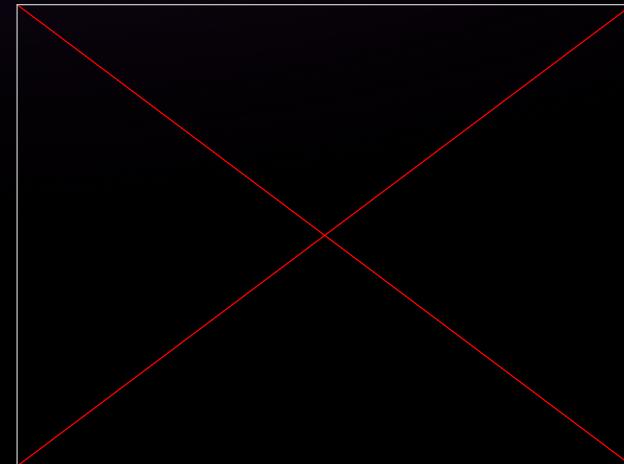
Content Durability

- Modular videos & content tagging with AI change detection should improve content durability
- Community collaborators share update function as they also seek to bring in new users



Short Form Vertical Content

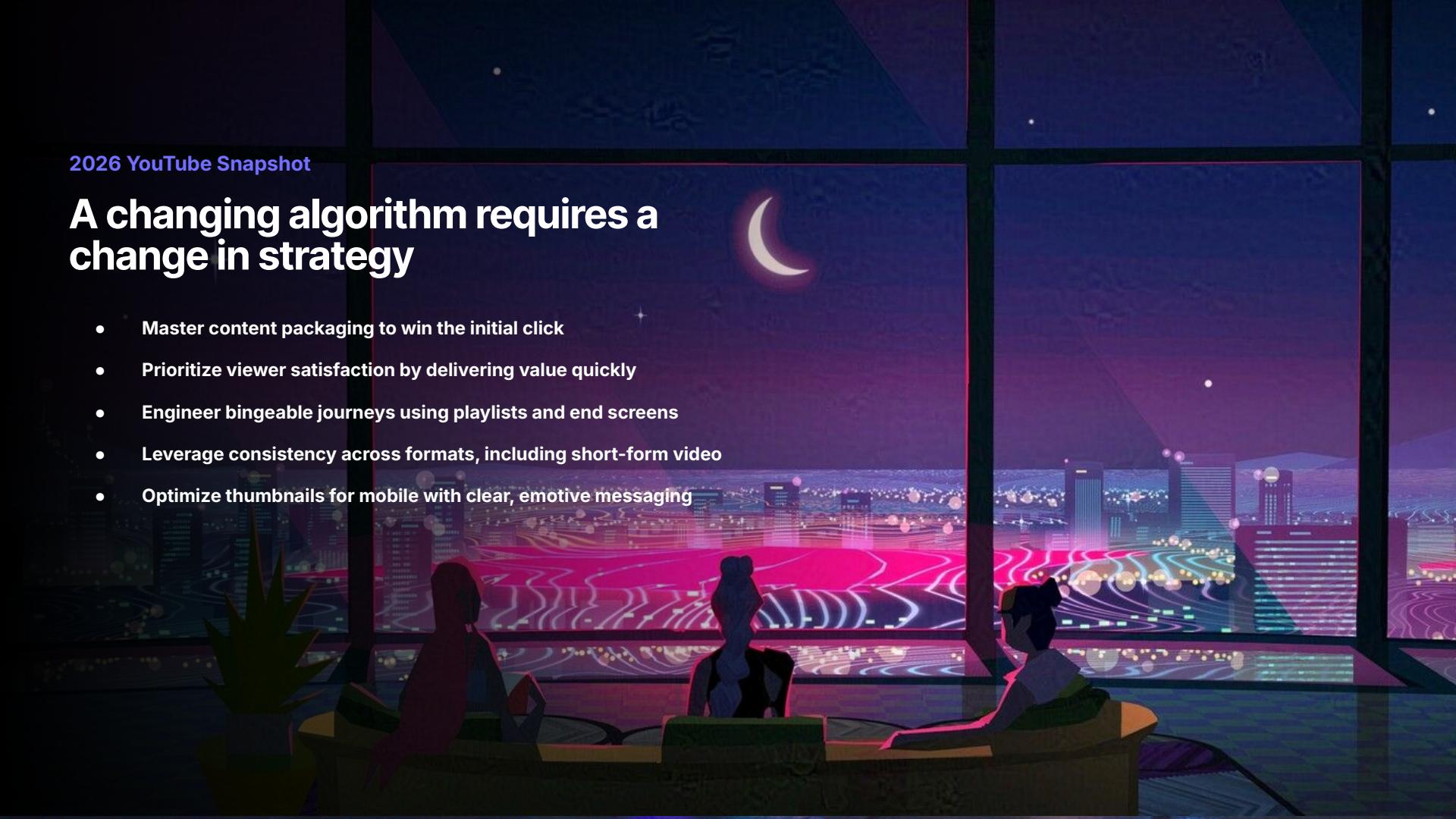
- Social first content in collaboration with creators.
- Part of a funnel content strategy leading learners to long form learning



2026 YouTube Snapshot

A changing algorithm requires a change in strategy

- Master content packaging to win the initial click
- Prioritize viewer satisfaction by delivering value quickly
- Engineer bingeable journeys using playlists and end screens
- Leverage consistency across formats, including short-form video
- Optimize thumbnails for mobile with clear, emotive messaging



Customer Learning

-  Indie Games
 -  Animation
 -  Designer
 -  Other

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Youtube MVP			Determining Bespoke Brand Identity						Rigging & Anim Workshops	UE Fest Barcelona + Edu Summit		Rigging & Anim Workshops
Content		Tagging & Indexing		Career Connections Transferable Skills					Career Connections APAC			
Live Training Conversion to Durable Content	Odyssey for students	Agora Animation Tutorials	Animation Short Forms(10)				UFest Lab Recordings					
	Anim Summit Partners	100 level course extraction	100 level course short forms	Coursera Course 1 in collaboration with Coursera YouTube				Collaborative Content		Anim Fellowship EDC		
Live Training Conversion to Durable Content	Rigging	Rigging	Odyssey / Rigging (JP)	Odyssey for Professionals EU/NAM	Producer Workshop		TTT Rigging & Anim APAC	Anim Fellowship AMER		Anim Fellowship EU		Anim Fellowship JP / CH

CoDev

Guided Learning & Workflow Mastery



CoDev | Guided Learning

What is it?

An end-to-end AI-driven Knowledge Layer—a "classroom in the workflow"—for 3D professionals (Indie, AAA, riggers, designers)

This solves the "Skill Gap Crisis," where professionals lose billable hours mastering rapidly evolving real-time standards

Role Aware Adaptation

Using attention mechanisms, the model doesn't just "summarize"; it **translates**.

It can take a new Unreal Engine 5.7 feature and explain it differently to a Lighting Lead than it would to a Gameplay Programmer

Why this Matters

- **For the Studio:** Reduces the "Technical Debt" of training staff on new versions
- **For the Professional:** Provides a personalized mentor that understands their specific role and the project's unique constraints.

CoDev Workflow

Operations and core steps to building guided learning

1

Ingestion & Signals

Use [meta tagging](#) to index internal tutorials & reliable learning material

2

Role Filtering

Use retrieval rules to map technical goals to specific job functions

3

Synthesis & Patching

Generate "Just-in-Time" learning modules—short-form videos, interactive scripts, or step-by-step guides

4

Verification Loop

Senior instructors review the "path" via a dashboard. Once approved, it is pushed to the CoDev

Gemini / Blender to UE

I'm a teacher at college and new to Unreal Engine. Create a learning path to help me understand the animation pipeline from Blender to Unreal with clickable links to EDC documentation and UE YouTube channel, add discussion questions and exercises



[Blender to UE Pathway by Gemini](#)

Gemini:

Welcome to the world of Unreal Engine! As a teacher, you'll find that the transition from Blender to Unreal is a common but nuanced journey.

*The "pipeline" is essentially a hand-off of data: **Blender** handles the creation (modeling, rigging, animating), while **Unreal Engine** handles the implementation (physics, logic, and rendering).*

Twinmotion for Architecture students / ChatGPT

"Find all the Twinmotion documentation + videos on EDC and create a learning path for Year 1 Architecture students at University, with links to each documentation page and video referenced. Add a final project module and convert to printable PDF"



ChatGPT:

"What's included:

- Skills progression aligned with Y1 architecture outcomes
- A final architectural visualization capstone
- With portfolio-ready outputs

Further options:

- Align the final project with a design studio brief

[Twinmotion Pathway by ChatGPT](#)

UE Mobile Learning Path / ChatGPT request

Find all the Mobile documentation and videos on Epic Dev Community and create a learning path for University students for developing mobile games on Unreal Engine, with clickable links to all documentation and videos, add a capstone project, convert to a printable pdf

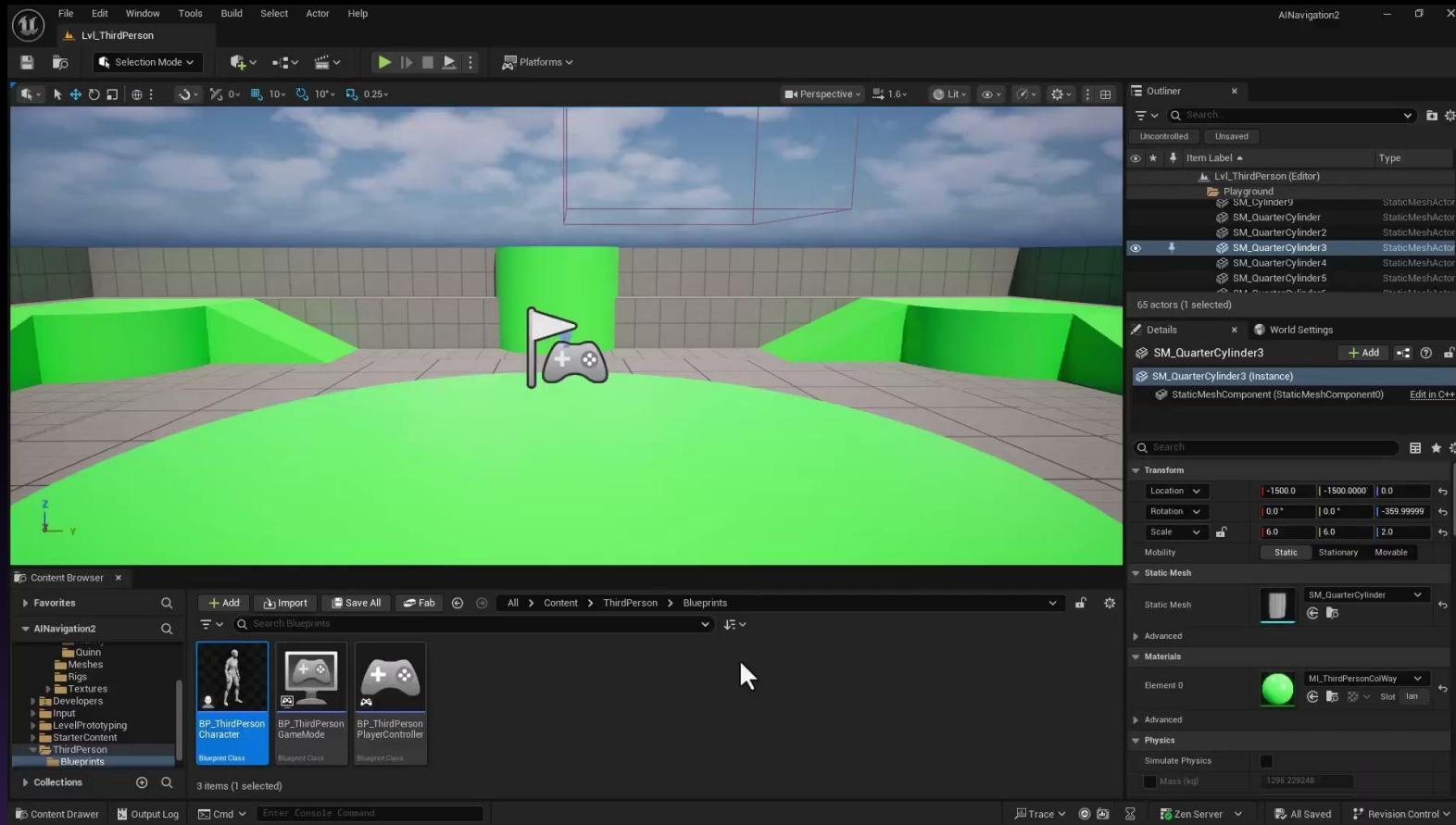


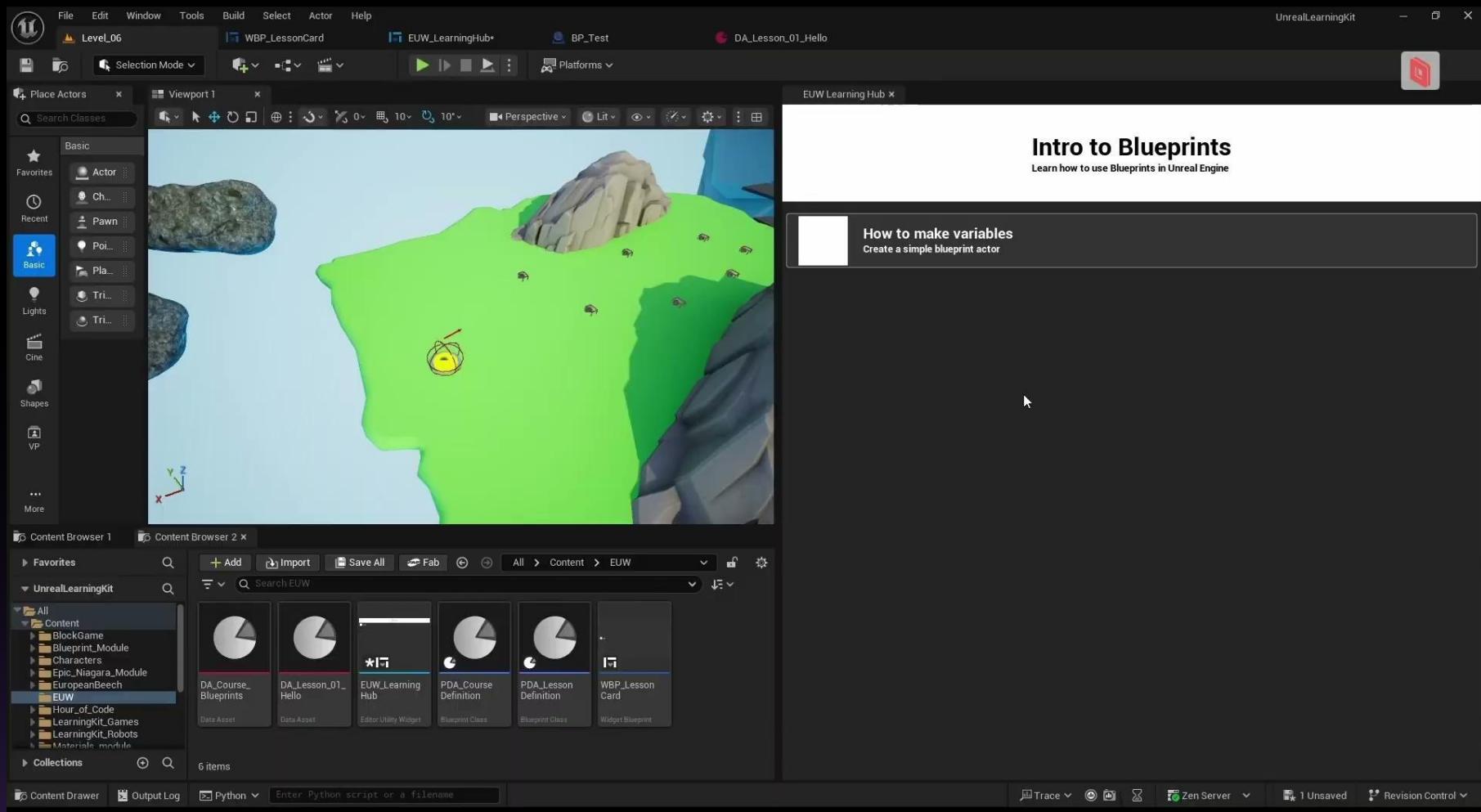
[UE Mobile Learning Path by ChatGPT](#)

ChatGPT:

Key doc hubs used include *Getting Started with Mobile Development, Creating a Mobile Project, Mobile Rendering Features, Debugging & Optimization for Mobile, Android Support, iOS / iPadOS / tvOS Support, and In-App Purchases & Ads*

Concept Testing





A photograph of two people walking away from the camera in a dark space. They are silhouetted against a wall that has several vertical panels, each illuminated from behind with a different shade of purple. The floor is a polished surface with some scratches. The person on the left is carrying a bag.

Thank you

Documentations vs ELT

Category	Documentation	Education, Learning & Training
User Mode	"Search" (Pull)	"Guide" (Push)
User Intent	"I am stuck and need facts."	"I am new and need skills."
Key Metric	Accuracy & Completeness	Onboarding & Adoption
Analogy	The Encyclopedia	The Path
Content	Videos for the EDC & Documentation	Course section of Youtube (strategy & content) Third Party Content

New Learning Management System

The image shows a screenshot of the Absorb LMS website. At the top, there is a navigation bar with the Absorb logo, followed by links for Why Absorb, Products, Solutions, Pricing, Customers, and Resources. Below the navigation bar, the main heading "Absorb intelligence" is displayed in large, bold, dark blue text. A subtext below it reads: "Absorb LMS brings AI-powered efficiency to both admins and learners, reducing manual admin tasks while delivering more engaging and personalized learning experiences to learners." To the right of this text, a circular inset displays a user interface for "Intelligent Assist". The interface shows a sidebar with icons for users, reports, messages, courses, and settings. The main area is titled "Edit User" and shows a user profile with the name "Andrea". Below the profile, there are sections for "General" and "Status Equals Active". A blue callout bubble with a plus sign and the text "Status Equals Active" is overlaid on the interface. At the bottom, another callout bubble with a plus sign and the text "Type Equals User" is also visible. The overall theme of the image is the integration of AI into the LMS platform.

Absorb LMS brings AI-powered efficiency to both admins and learners, reducing manual admin tasks while delivering more engaging and personalized learning experiences to learners.

- Seamless course creation using generative AI to create courses and quizzes in a matter of minutes
- Simplified task management with AI that can perform both simple and complex day-to-day admin tasks
- Smarter course recommendations based on learner's skills, interests, and progress
- Strategic upskilling to help learners close skill gaps, meet career goals, and drive business outcomes

Animator Alex | Animation



Profile: Mid-career or Student (2-5 years experience)

Company type / size: Indie Games, 2-10 people

Context: Proficient in Maya or Blender; currently exploring Unreal Engine to bypass long render times or enter the Virtual Production/Games space.

Passions

- The Art of Performance: They view themselves as digital actors. They are passionate about the "soul" of a character—timing, weight, and emotion.
- Cinematography & Storytelling: Beyond just moving limbs, they care about camera angles, lighting, and how a sequence feels.
- Efficiency & Immediate Feedback: They have a deep-seated frustration with "waiting for the green bar" (rendering). They are passionate about finding workflows that allow for more "acting" and less "waiting."



Mindset

- Artist-First, Tech-Second: They aren't interested in the "math" of a shader; they are interested in how the shader makes their character look.
- Creative Problem Solvers: If a rig breaks, they'll try to fix it, but they'd rather be animating. They are "doers" who want tools that stay out of the way of their creativity.
- Apprehensive but Curious: They feel a "risk of being outdated" if they don't learn real-time, but they fear that Unreal Engine is "too much like programming" compared to the artist-friendly interfaces of Maya/Blender.



Media they consume

- Visual Discovery Platforms: Heavy users of ArtStation, Instagram, and Pinterest for reference and inspiration.
- Industry Education: They watch GDC Vault talks, Behind the Scenes (BTS) features for films like The Mandalorian or Spider-Verse, and YouTube tutorials from channels like Sir Wade Neistadt or FlippedNormals.
- Community Hubs: Active on Reddit (r/animation, r/vfx) and specialized Discord servers for animation challenges (like the Pwnisher/Clinton Jones challenges).



Pain Points

- The "Uncanny Valley" Trap: They worry that real-time won't reach the skin-shader quality or hair-groom fidelity of a 12-hour Arnold or V-Ray render.
- Rigging Translation Issues: The fear that their carefully crafted Maya rigs (with custom deformers and squash-and-stretch) will "break" or look stiff when imported into a game engine.
- The "Black Box" of Shaders: In Blender/Maya, they understand nodes for art. In Unreal, they fear "Math Nodes" (like Dot Product or Lerp) will gate-keep them from making a character look "pretty."
- Data Management Anxiety: Managing versions of FBX exports, textures, and cache files is their version of "paperwork." They hate when a file path breaks and the character turns into a grey checkerboard.



Types of brands they like

- Creativity-Centric: Adobe, Wacom, and Apple (for the aesthetic and "it just works" factor).
- Entertainment Giants: Disney/Pixar, Sony Pictures Imageworks, and A24.
- Gear & Tech: Sony (cameras), Logitech (precision peripherals), and NVIDIA (for the hardware power that enables their art).



