REDESIGNING THE LEARNING EXPERIENCE TO OVERCOME THE LMS LIMITATIONS

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Context

Post-launch, the new LMS revealed significant limitations that risked the platform engagement. The LMS was unable to support the complex content structure needs of the business teams, and lacked an effective learning flow.

I led a redesign of the learning experience for DoubleVerify, addressing complexities in organizational and content structures and redesign the learning plan flow.

Objective: To enhance the learner experience within the LMS and overcome system limitations that hinder usability and traffic.

Process

Step 1: Identify Key Issues and Create a Roadmap for Feature Enhancement

Vision : What is our ultimate goals?

1. What is our long term vision for the LMS?
2. LMS goal:
   - Increase user engagement
   - Reduce learning curve
   - Streamline content management.

Issue Identification:

- Conduct XFN Workshops: Organize workshops and interviews with the learning partners and learners to identify critical pain points in the current LMS experience.
- Data Analysis: Analyze user feedback and system usage data to pinpoint areas where improvements are most needed.

Roadmap:

- Feature Planning: Based on the issues identified, outline key features and enhancements that address these problems. Organize these features into strategic themes such as usability improvements, content management enhancements, and integration capabilities.
- Timeline Setting: Establish a timeline for the phased rollout of these features. Prioritize quick wins that can deliver immediate benefits to maintain stakeholder support and momentum.

Development planning:

- 1. Ideation & Collaboration: Conduct team workshops and involve stakeholders to generate and align on creative solutions.
- 2. Prototype Development: Create and refine prototypes based on iterative feedback from both the project team and stakeholders.
- 3. Testing & Validation: Carry out comprehensive user testing and obtain final approval from stakeholders to ensure the product meets all requirements and quality standards.
- 4. Launch Preparation & Rollout: Plan the release strategy, prepare support materials, and communicate upcoming changes to users for a smooth transition.
- 5. Post-Launch Monitoring & Iteration: Monitor performance, gather user feedback, and make iterative improvements to enhance functionality and user satisfaction.

Solutions

Stage 1 : Content Structure

Problem : current LMS content structure is limited to 2 levels.

Stakeholder feedback

"Using topics to organize content structures only allows 2-level structure but our Commercial department structure is way more complicated given we have various teams in the department and content structure of each team is way more complicated, especially there are different teams within the commercial department"

Solution:
Content structure should be a "team - content" structure. We can first use multi-level community to sort teams in a department, and then use home page to build content groups and filters before learners navigate to the topics which can create more than 2-level content structure for each team

My Communities
Business Development
Business Intelligence
Commercial
Creative
Finance & Accounting
Human Resources
Finance
Sales Enablement
Sales Ops
Marketing
Customer Success
Product Management
Product Marketing
Engineering
Data Science
Design Ops
Core Team Processes
Chat
Team Process - Overview
Sales Ops Onboarding Process
Sales Ops Onboarding Process - Sales Ops Onboarding and Support Process
Sales Ops Onboarding Process - Sales Ops Onboarding Process - Sales Ops Onboarding Process -