

Skilling Architect

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Project overview



The product:

Prototype Learning experience management system

Understanding the user

- Personas
- User journey maps
- Competitive audit

Create Personas

"Knowledge is gold"



Erica

Age: 45

Education: Bachelor degree

Hometown: Denver Colorado

Family: 3 children/Married

Occupation: Employee

Goals

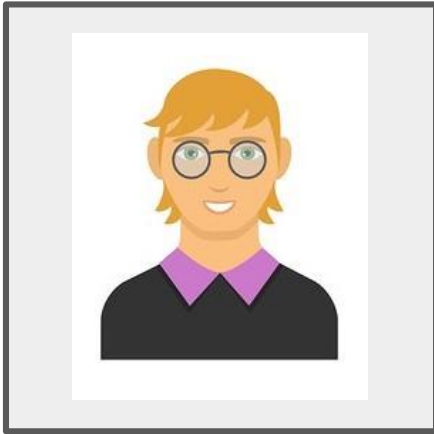
- Personal/work development
- Balance in personal and work life
- Be competitive in the labour market

Frustrations

- Many different platforms and apps
- How to find what is best? The search is chaotic
- Easy reference to parts of finished courses (example: how to)

Erica has a busy and demanding daily schedule. At work she is a section leader in a tech company. She needs to follow trends and monitor work flow and performance. She has 3 children ages 10, 12, 14 and a lot of work at home. She has limited time for her education improvement but it is critical to her. She needs an easy way to find the best product and plan her learning path.

Create Personas



Justin

Age: 35

Education: MBA

Hometown: London UK

Family: Single

Occupation: Director HR

“Growth mindset builds a strong company”

Goals

- Make his company best working place
- Continuous up/reskilling
- Best training opportunities for employees in an easy functional way






Frustrations

- Unite different online courses /companies
- Define the best solution
- Organize and track learning paths and traffic
- Be attractive to all employees

Justin has a busy and demanding schedule. Besides his daily tasks, he also organizes design thinking groups for the company's purposes. His own continuous training is very important to him, so he spends hours in research and training courses. He finds online training easy to access. He is ambitious and tries to motivate his colleagues.

Persona: Jastin

Goal: Find an app/software that can search courses from different companies (coursera/edex etc), create learning unities & tracking

ACTION	Awareness	Find the way to use the product	He builds learning path/units	Follow up	Loyalty
TASK LIST	Tasks A. Notice the brand B. Understand the possibilities C. Find the advantages over other brands	Tasks A. He is presented the product in detail B. He uses the demo C. He proceeds to the first search C. He builds his first demo learning path	Tasks A. He finds courses B. He builds different learning paths and units. C. He organises help and instructions for participants D. He organises registrations and criteria	Tasks A. He organises follow up and tracking B. Troubleshooting C. He uses the tools offered for statistics	Tasks A. He collects feedback B. He communicates for improvements C. He renews the subscription
FEELING ADJECTIVE	User emotions 	User emotions 	User emotions 	User emotions 	User emotions 
IMPROVEMENT OPPORTUNITIES	Area to improve A. Better PR B. Promo for “dummies” C. Influencers	Area to improve A. Easier instructions B. Video How to	Area to improve A. More filters B. AI/ML C. Simpler interface	Area to improve A. Easy connect with 3rd parties B. Export files variety	Area to improve A. Easy way to send feedback B. Friendlier way to renewals.

Competitive audit goal																
General information								UX <i>(rated: needs work, okay, good, or outstanding)</i>								
Competitor type <i>(direct or indirect)</i>	Location(s)	Product offering	Price <i>(€ / \$)</i>	Website <i>(URL)</i>	Business size <i>(small, medium, large)</i>	Target audience	Unique value proposition	First Impressions		Interaction			Visual design		Content	
								Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
LMS PRIME (our product)	-	Learning Management System which covers the entire life cycle / customizes with content from third parties and Build on-brand, on-point, online training programs from scratch.	\$5 \$ Free trial	lmsprime.com	medium	freelancers, small, medium, large	all in one. The basic difference is all platforms, and device support. Customization variety. Social and Collaborative learning. Tools for cooperation inside the platform, blended learning. Customer support, deliver learning paths to vendors.	Good • Visually appealing • Feels dense places	Good • Fully responsive • Interaction was not as smooth on mobile	Outstanding • Tests/Assessments • Skills Tracking • Mobile Learning • Learning Paths/Tracks • Learner Portal • Course Management • Course Tracking • API • Asynchronous Learning • Collaboration Tools • Commenting/Notes • Activity Tracking • Blended Learning • Built-in Course Authoring/LMS • Document Management • Customizable Fields/report/branding • Certification • Certification Management/tracking • Content Library • Content Management • Employee Onboarding/Portal/Training/Tracking • Progress Tracking • Built-in Course Authoring/LMS • Video Conferencing • Training Record Management • User Management • Activity Dashboard • "Create account" feature • Data Visualization • Surveys & Feedback • Virtual Classroom	Good • Website available in two languages • Images of menu items are clear and legible • Menu left compatible with screen reader technologies	Good • Easy to find key info (menu, location, hours) • No clear hierarchy, difficult to scan quickly	Outstanding • Easy to navigate • Clear indication of clickable elements	Good • Clear color scheme, font, and art direction • Inconsistent use of imagery and photography	Serious and direct Friendly in some places	Good • All key info is present • Too descriptive
Docubo	Direct	globally by web	7 \$ Free trial	https://www.docubo.com	medium	medium, large	social learning	Okay • Welcoming and easy to use • overwhelming in places	Good • Fully responsive • Menu is hard to read	Good • Tests/Assessments • Skills Tracking • Mobile Learning • Learning Paths/Tracks • Learner Portal • Course Management • Course Tracking • API • Asynchronous Learning • Collaboration Tools • Commenting/Notes • Activity Tracking • Blended Learning • Built-in Course Authoring/LMS • Customizable Fields/report/branding • Document Management • Certification • Training Record Management • User Management • Activity Dashboard • "Create account" feature • Data Visualization • Built-in Course Authoring/LMS • Employee Onboarding/Portal/Training/Tracking • Progress Tracking • Video Conferencing • Virtual Classroom • Data Visualization	Good • Website available in two languages • Images of menu items are clear and legible • Menu left compatible with screen reader technologies	Okay • Fun to use • Easy menu	Okay • Somewhat difficult to navigate • Some elements seem clickable but are not	Good • Clear brand identity	Friendly and indirect	Okay • All key info is present • Unnecessary details
TalentLMS	Direct	globally by web	\$555 \$ Free trial	https://www.talentlms.com	large	freelancers, small, medium, large	built in tools	Good • Easy to navigate and find information • confusing in places	Good • Fully responsive • a bit confusing	Outstanding • Tests/Assessments • Skills Tracking • Mobile Learning • Learning Paths/Tracks • Learner Portal • Course Management • Course Tracking • API • Asynchronous Learning • Collaboration Tools • Commenting/Notes • Activity Tracking • Blended Learning • Built-in Course Authoring/LMS • Customizable Fields/report/branding • Document Management • Certification • Training Record Management • User Management • Activity Dashboard • "Create account" feature • Data Visualization • Built-in Course Authoring/LMS • Employee Onboarding/Portal/Training/Tracking • Progress Tracking • Video Conferencing • Virtual Classroom • Data Visualization	Good • Website available in two languages • Images of menu items are clear and legible • Menu left compatible with screen reader technologies	Okay • Fun to use • Easy menu	Outstanding • Easy to navigate due to big animation size • Easy to switch elements/tabs	Outstanding • Strong brand identity, including colors, font, style, motion, imagery, and photography	Friendly and direct	Outstanding • Short and to the point
Skillsoft	Direct	globally by web	7 \$ Free trial	https://www.skillsoft.com	large	small, medium, large	customized learning paths, verified badges	Good • Easy to navigate and find information • Missing clarity at some points	Outstanding • Fully responsive	Needs work • Activity Dashboard • Tests/Assessments • Skills Tracking • Mobile Learning • Learning Paths/Tracks • Learner Portal • Course Management • Course Tracking • API • Asynchronous Learning • Collaboration Tools • Commenting/Notes • "Create account" feature • Blended Learning • Built-in Course Authoring/LMS • Customizable Fields/report • Document Management • Employee Onboarding/Portal/Training/Tracking • Certification • Progress Tracking • Training Record Management • User Management • Video Conferencing • Virtual Classroom	Good • Website available in two languages • Images of menu items are clear and legible • Menu left compatible with screen reader technologies	Outstanding • Easy to find key info (menu, location, hours) • Info is kept up to date (e.g., holiday opening)	Good • Very easy to navigate • Familiar way to navigate (e.g., swipe)	Okay • Clear color scheme • Clear brand	Serious and direct	Outstanding • Easy to follow • Short and to the point

[illegible]