



LMS DESIGN FOR A BETTER USER EXPERIENCE

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PROJECT OVERVIEW



Opportunity

Improve User Experience of the LMS Platform



Objective

Drive Engagement and satisfaction with the self-service e-learning courses



Outcome

Fully Optimized Learning Management System



QUESTIONS ASKED



How much time do people spend looking for training?

Potential opportunity to accommodate the attention span of an average user.



How easily can the users search for relevant trainings based on their positions and career goal?

Potential for personalization.



How many people are using the search function?

Reliable metric to access success of the solution.



What are the current completion rates for the training?

Reliable metric to compare the completion rate before and after.



SOLUTION OVERVIEW



Solution

Design a user interface with a better choice architecture.

Three Strategies

1. Feature trending trainings based on top content views.
2. Recommend trainings based on search history.
3. Streamline the Library Catalog.



METRICS & CONCEPTS FOR THE 3 STRATEGIES

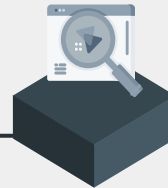
I. TRENDING TRAINING: A SENSE OF COMMUNITY

People are drawn to popular content because it produces a sense of belonging. The trending videos will provide the employees with a sense of community



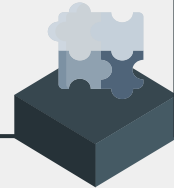
2. RECOMMEND TRAINING: PERSONALIZATION OF COURSES

Using the search history of users, the platform can provide a personalized set of videos under the recommended training tab.



3. LIBRARY CATALOG: A DESIGN FOR RELEVANCY

The library catalog categorizes videos based on the teams. It will provide the users with the most relevant courses possible based on the selection.





PRODUCT RECOMMENDATION

TRENDING VIDEOS

- A fun way to show that there is a community behind the LMS platform to increase user engagement and satisfaction.

RECOMMENDED TRAININGS

- A personalized set of videos based on the user's profile and search history. User experience will improve because the users won't have to make decisions on what the best videos are for them.

LIBRARY CATALOG

- Users can view videos based on what teams they belong to with one click into one of the given options.

Mock-Up

The mock-up shows a user interface for a Learning Management System. At the top, a navigation bar includes a user profile icon, the text "Welcome back, Brian", and links for "Home", "Settings", and "Contact Us". Below the navigation bar is a large banner image of a city skyline at night. Overlaid on the banner is a white box containing a gear icon and the text "Learning Management System". Below this box is a search bar with the placeholder text "Search" and a magnifying glass icon. Under the banner, there are three sections: "This Week in Trending", "Recommended Training", and "Library Catalog". The "This Week in Trending" section displays five video thumbnails with titles: "Addition to HR Policy", "Marketing Basics", "Staying Safe in Covid", "Intro to UX Design", and "LMS 2020 IT Update". The "Recommended Training" section displays five video thumbnails with titles: "Top 10 Data Cleaning Tricks", "PowerPoint Tips and Tricks", "Intro to Python", "8 Best HTML Tricks", and "Intro to Github". The "Library Catalog" section displays a grid of 12 buttons representing different categories: Business Development, Communications, Community Operations, Data Analytics, Design, Engineering, Finance, Legal, Marketing, Operations & Launch, People & Places, Product, Public Policy, Safety & Insurance, Sales, and Security.

Welcome back, Brian

Home Settings Contact Us

Learning Management System

Search

This Week in Trending

Addition to HR Policy Marketing Basics Staying Safe in Covid Intro to UX Design LMS 2020 IT Update

Recommended Training

Top 10 Data Cleaning Tricks PowerPoint Tips and Tricks Intro to Python 8 Best HTML Tricks Intro to Github

Library Catalog

Business Development Communications Community Operations Data Analytics

Design Engineering Finance Legal

Marketing Operations & Launch People & Places Product

Public Policy Safety & Insurance Sales Security



CONCLUDING THOUGHTS



As e-learning industry is changing, companies are moving towards self-service e-learning strategy.

Therefore, it is important to have an LMS platform that provides tools of training resources that are personal and easily available for employees to follow through to drive the engagement.

By implementing the three strategies, there is a likelihood of an increase in user experience which will drive engagement and satisfaction.



DESIGNED BY

