Rocketversity (Suitmedia) - Mini Case Study

Portfolio-ready project summary (Problem - Approach - Build - Evaluation - Result - Tools).

Problem

Onboarding quality differed by team, slowing new-hire ramp-up and producing uneven learning outcomes. This also made it harder to learn from onboarding data and improve the experience systematically.

Approach

Designed a structured onboarding system with role-based learning paths, modular content, and a continuous improvement loop informed by learner feedback and engagement data. Standardized data capture and content tagging so progress can be measured and used for analytics and AI-assisted personalization later.

What I built

- Onboarding architecture: tracks, milestones, and a competency map aligned to role expectations.
- Self-paced modules with checks for understanding (assessments) for key roles.
- A maintenance workflow to update content reliably over time without disrupting the learner journey.
- A lightweight taxonomy for roles and skills (difficulty, prerequisites, outcomes) to enable consistent reporting and future recommendations.

Evaluation

- Iterative usability and reliability checks; revised content and navigation based on issues observed.
- Learning analytics review: completion rates, drop-off points, and module performance to prioritize improvements.
- Rule-based signals for early intervention (for example, repeated drop-off patterns flagged for redesign) as a foundation for future ML models.

Result

- Supported onboarding for 100+ new hires.
- Reduced time-to-productivity by ~30%.
- Improved consistency and clarity of onboarding across teams.
- Created an analytics-ready onboarding system that can support dashboards and AI-assisted personalization.

Tools

Learning design; LMS/content authoring; assessment design; learning analytics; usability testing; content taxonomy and data instrumentation (AI-ready foundations).