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• Download and open OLC Conferences mobile app
• Navigate to specific session to evaluate
• Select “Evaluate Session” on session details screen (located under session type and track)
• Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

Five (5) $25 gift cards will be awarded to five (5) individuals
Must submit evals using the OLC Conferences mobile app or website
Developing a LEARNER-CENTERED MINDSET (and Applying it in Your Work)

Justin Lee
@iomegazippy
Lead Media Designer & Innovation Design Lead
Capella University, Strategic Education, Inc.
What does the term LEARNER-CENTERED DESIGN mean?
There are many terms out there that can get a little confusing.
Let’s start with User-Centered Design.
User-Centered Design
is putting the user at the center of the design work.

Term often used in relation to Product Design, Service Design, and Innovation activities.
User-Centered Design considers the unique needs and desires of the user and designs to satisfy those.

Uses **Empathy** as a way to understand the user’s needs and desires.
Empathy is viewing the world from the viewpoint of another person, in this case, the user.
Now what about Learner-Centered Design?
Learner-Centered Design is a more focused form of User-Centered Design based on the mutual goal of delivering learning.

Here we name our user—the learner.
Okay, but there’s still **Human-Centered Design**?
Human-Centered Design takes User-Centered Design further by expanding the definition of the user.
Human-Centered Design considers the user as a human beyond the narrow context of their interaction with a product.

Respects that humans are both emotional and complex beings.
Human-Centered Design is grounded in Empathy.

We gain Empathy by gathering information about our users (or our learners)—the humans we are designing for.
To sum up...

- Human-Centered
- User-Centered
- Learner-Centered
What’s the opposite of these?
Technology-Centered Design
or
Process-Centered Design

We design to the technology or process.

Forces the user to conform to the technology or process.
So, what about UX and UI?
This is UX—the experience.
This is UI—the interface.
Similarly...

- Human Experience
- User Experience (UX)
- Learner Experience

Focused

Broad
Say you have a **bowl of soup**...
Say you have a **bowl of soup**...
Say you have a bowl of soup...
Say you have a bowl of soup...

Good interface helps achieve desired task or action.
Why does being LEARNER-CENTERED matter?
KNOWLEDGE, LEARNING, BEHAVIOR

LEARNER’S BRAIN (ASSIMILATION)
KNOWLEDGE, LEARNING, BEHAVIOR

LEARNER’S BRAIN (ASSIMILATION)
KNOWLEDGE, LEARNING, BEHAVIOR

OBJECTIVES, TASKS

CONTENT, SEQUENCE, STRUCTURE

FORM, DESIGN, LAYOUT

LEARNER'S BRAIN (ASSIMILATION)
KNOWLEDGE,
LEARNING,
BEHAVIOR

OBJECTIVES, TASKS

CONTENT, SEQUENCE, STRUCTURE

FORM, DESIGN, LAYOUT

FUNCTIONALITY

INTERFACE, VISUAL DESIGN

PHYSICAL ENVIRONMENT (NOISY? DISTRRACTING?)

EXTERNAL INFLUENCES & PRIORITIES (JOB, FAMILY ROLE)

CURRENT MENTAL & EMOTIONAL STATE

LEARNER’S BRAIN (ASSIMILATION)
KNOWLEDGE, LEARNING, BEHAVIOR

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INNATE PERSONALITY

ATTITUDE, PREFERENCES & EXPERIENCES, HISTORY

LEARNER’S BRAIN (ASSIMILATION)
KNOWLEDGE, LEARNING, BEHAVIOR
OBJECTIVES, TASKS
CONTENT, SEQUENCE, STRUCTURE
FORM, DESIGN, LAYOUT
FUNCTIONALITY
INTERFACE, VISUAL DESIGN

Strategy
UX/UI

TECHNOLOGY-MEDIATED (DESKTOP/LAPTOP/MOBILE)

PHYSICAL ENVIRONMENT (NOISY? DARK? DISTRACTING?)
EXTERNAL INFLUENCES & PRIORITIES (JOB/FAMILY ROLE)
CURRENT MENTAL & EMOTIONAL STATE
INTERNAL INFLUENCES & MOTIVATIONS
INNATE PERSONALITY & ATTITUDE, PREFERENCES
PAST EXPERIENCES, HISTORY
LEARNER'S BRAIN (ASSIMILATION)
KNOWLEDGE, LEARNING, BEHAVIOR
OBJECTIVES, TASKS
CONTENT, SEQUENCE, STRUCTURE
FORM, DESIGN, LAYOUT
FUNCTIONALITY
INTERFACE, VISUAL DESIGN

Strategy

UX/UI

TECHNOLOGY-MEDIATED (DESKTOP/LAPTOP/MOBILE)

Situational

Affective

PHYSICAL ENVIRONMENT
(NOISY? DARK? DISTRACTING?)

INTERNAL INFLUENCES & PRIORITIES (JOB/FAMILY ROLE)

CURRENT MENTAL & EMOTIONAL STATE

INNATE PERSONALITY

ATTITUDE, PREFERENCES & EXPERIENCES, HISTORY

LEARNER'S BRAIN (ASSIMILATION)
What is a MINDSET?
Often we say, “Just give me a tool.”
Often we say,
“Just give me a tool.”
Should be saying,
“Give me the mindset.”
What is a **Mindset**?

A set of beliefs, attitudes, and ways of thinking someone builds over time through regular practice.
An example:

- Professional Contractor
- DIY Home Repair
- Skill set
- Tool Set
- Mindset
- Hammer
THE MINDSET

A desire to understand things from the learner’s perspective.
Developing a **Mindset**

Tools + Action = Information + Skills

Information + Use of Skills (Practice) = Mindset Development

Mindset

- Strengthen Beliefs and Ways of Thinking
- Motivates to Develop Skills
- Greater Insights
- Increased Value of Tools/Information

**Tool Set**

**Skill Set**
LEARNER-CENTERED EXPOSURE THERAPY

The more regularly you are exposed to authentic learner data and feedback, the more it informs your mindset.
Learner-Centered TOOLS
Learner-Centered Design is **NOT** an all or nothing activity.

Individually, Small Project, Little Data

Large Team, Large Project, Lots of Data
TOOL #1

Personas
Persona

a fictional, yet realistic, user archetype that represents a group of needs and behaviors.
Personas usually start with research; or are validated and updated by research.
Persona Approach #1

Research informs Personas
Persona Approach #2

Personas

validates

Research
Assumptions are “okay”, BUT you must call them out as such and take action to validate.
Example Persona

“I’m looking to join the right company that challenges me and allows me to grow and develop my skills.”

About Rosa
Rosa does not believe in settling. She won’t settle for a job with a company that isn’t as innovative and cutting edge as she believes she deserves. She wants to get the most out of every professional experience, and before moving to a new position, Rosa investigates every angle of aligning herself with a company.

Behavioral Considerations
+ Expects the site experience to reflect the business’s culture and values
+ Interested in career opportunities within the organization that fit her career goals
+ Thoroughly compares multiple companies with similar opportunities
+ Is interested in the unique benefits of working at a company, including cultural elements, mentoring programs, and continuing education policies
+ Needs to be confident the company has innovative products that will be interesting to work on
+ Needs to know company has reputable partners and customers

“...craves variety in the types of industries and goals of each content project I work on. I need to ensure I won’t get bored.”

Frustrations
+ Thinks that too many companies have career sections that just talk about open positions but not why she would actually want to work there
+ Would like to challenge herself and have a more stable job, but is comfortable as a freelancer and wouldn’t stop for just any job

Goals
+ Needs to see reasons why a company is interesting: has it won awards, had intense growth, won big contracts?
+ Wants to figure out how to get in touch with someone at the company to explore opportunities further

Tasks
+ Learn about current customers and success stories
+ Read press releases about recent big contract wins and other accolades
+ Read about culture, benefits and perks, and the people that work there
+ View job openings and apply

Company “Investigator”
Rosa Cho
Content Strategist, Freelance

Age: 34
Location: Seattle, WA
Example Personas

**Larry K.**
**The At-Risk Elder**
- **Age:** 72
- **Location:** Atlanta, Georgia
- **Occupation:** Retired, Contractor
- **Technical Comfort:** Low
- **Devices:** iPhone, PC/Desktop

"Being that my heart’s not in the best shape, it makes sense to take some precautionary measures."

**Back Story:**
Larry, a grandfather, has coronary heart disease. When Larry is not spending time with his family, he enjoys physical activity, gardening and doing yard work. Despite this not being his doctor’s first wishes, Larry refuses to part with his typical ways. He understands he's at risk for a heart attack; and in that event - he wants to be as prepared as possible to call for assistance. Additionally, his family would like to receive real-time updates on his heart health. Larry struggles with today's technology but feels confident in his ability to adopt one of the more simple interfaces on the market.

**Goals:**
- Continue to live typical, physical lifestyle
- Be prepared for worst-case scenario
- See grandchildren grow up

**Frustrations:**
- Updating his family on his health and well-being is never a simple process.
- Feeling as though his ticking time bomb
- Technological learning curve is slow

**Georgia D.**
**The Motivated Mom**
- **Age:** 51
- **Location:** Cincinnati, Ohio
- **Occupation:** Stay-at-home mom
- **Technical Comfort:** Mid/High
- **Devices:** iPhone, iPad, Mac/Desktop

"I want to live a long life with my family. I need to more closely monitor the condition of my heart to make this happen."

**Back Story:**
Georgia, a stay-at-home mother of 2, suffered an unexpected heart attack last year. Since then, she has been committed to keeping her heart disease in check. In addition to exercising and dieting, Georgia regularly takes and records her blood pressure and weight. She is always looking for ways to confront her heart disease. Recently, she downloaded a sleep-monitoring app on her iPhone and plans to purchase a wearable fitness device in the near future. Georgia wants to see her children become parents, and knows this is only possible if she stays focused.

**Goals:**
- Be there for her children and future grandchildren
- To have a more mobile and active lifestyle
- To get the most out of her doctor visits

**Frustrations:**
- Other monitoring devices are too complicated
- No transparency with her physical limits
- Potential of another heart attack

**Phillip J.**
**The Heart-Conscious Executive**
- **Age:** 31
- **Location:** Boston, Massachusetts
- **Occupation:** Marketing Executive
- **Technical Comfort:** High
- **Devices:** iPhone, iPad, MacBook

"I would like to know more about my heart health. If there was a way I could know I’m doing well, I’d sleep better at night."

**Back Story:**
Both Philip’s father and grandfather suffered from heart disease during their middle-age years. Knowing this, Philip exercises everyday, eats a well-balanced diet, and closely monitors his health with multiple doctor appointments every year. Despite doing this since his early 20s, his friends and family label him a bit of a hypochondriac, but Philip prefers the term, "health-obsessive." Philip enjoys looking at his cardiac-related biometrics, and recently, his doctor recommended that he check out some new monitoring technologies.

**Goals:**
- Raise a happy and healthy family
- To have foresight into any potential heart disease in the future
- Enter 40s heart attack-free

**Frustrations:**
- Trying to find motivation when working long hours
- Other monitoring devices are complex and cumbersome
Why use **Personas**?
Why use Personas?

Personas exist to represent the user in user-centered design.
Why use Personas?

Personas act as a reference point for decision-making.
What goes into **Personas**?
Persona information should include the most useful and inspiring aspects of your target user.

Specifically, context and behavior patterns.
What goes into **Personas**?

There’s lots of options... pick the most **important** and **realistic** ones that you have **accurate** data for.
What goes into **Personas**?

Photo, Name, Demographics, Role, Quote, Back Story, Goals, Motivations, Behaviors & Habits, Skills, Environment, Relationships
Personas generate momentum towards being user-centered.
Personas define who is being designed for and who is not.
Personas reveals what accurate data you have about your users; makes assumptions explicit.
Personas can be an effective medium for communication.
Personas can help to align a team (or yourself) in the user’s POV.
TOOL #2

Empathy Mapping
Empathy Mapping
a way to articulate what we know (tangible & intangible) about a user archetype (persona) during an experience.
Empathy Mapping is often done collaboratively; can also be done individually. Can feel similar to “role playing.”
Empathy Mapping is a snapshot of your user. Not sequential or chronological.
Empathy Mapping Example

GOAL

EMPATHY MAP Example (Buying a TV)

SAYS

JAMIE

THINKS

DOES

FEELS

I was expecting something different
What do you think?
Where should I start?
What brand do you like?
What size is best?
Do they think I'm stupid?
Why is this so hard?
What else am I missing?
Wasting too much time?
I want something awesome
Too many acronyms
Maybe this isn't the best

I want something reliable

Do what is best for me?

Checks the website

Lists pros/cons

Compares products

More research

Postpones big decisions

More research

Observes in store

Asks friends

Usurte who to trust

Overwhelmed

Excited

Adequate

Excited

Fear

Inadequate

Anxious

NNGROUP.COM NN/g
Empathy Mapping deepens your understanding of your user (learner) within context.
Empathy Mapping can help to align a team (or yourself) in the user’s POV.
Journey Mapping

a series of sequential actions of a user strung together to achieve a larger goal.
Journey Mapping can be a series of Empathy Maps.
If you have, say, a 3 step process, you can use 3 Empathy Maps to define the user’s state of mind in each. Then string them together to create a Journey Map.
Fill in the “in between” areas describing how the user transitions from one step to the next.

Capture what is working and what is not working.
Use this high-level view to gather insights and identify opportunities to make a better experience for them.
Journey Mapping gives a broad view of the larger journey a user goes through, while still capturing the details.
Journey Mapping creates a sharable artifact that can be used as a medium for communication for all involved.
Journey Mapping can help to ground a team (or yourself) in the user’s POV.
TOOL #4

Learner Testing
Learner Testing is simply gathering learner feedback about something you are creating.
Doing any type of testing can bring on anxiety, so we often hold off doing it until the end of the process.

That’s too late.
Learner Testing can be done one-on-one, in small groups (2-6), or in larger groups (7-15). Any more and it can get unmanageable.
Learner Testing can be a 5-minute conversation or could be an hour meeting. It depends on your design and needs.
Learner Testing ideally contains a short time to briefly share your design and conclude with a conversation about the design.

Ask questions. Receive feedback.
4 simple questions
What do you like?
What don’t you like?
What questions do you have?
What ideas does this inspire?
4 simple questions

What do you like?
- What was exciting?
- What did you value most?
- What resonated with you?

What don’t you like?

What questions do you have?

What ideas does this inspire?
4 simple questions

What do you like?

What don’t you like?
  - What would you change?
  - What would make it better?

What questions do you have?

What ideas does this inspire?
4 simple questions

What do you like?
What don’t you like?

What questions do you have?
- What needs further investigation?
- What made you curious?

What ideas does this inspire?
4 simple questions
What do you like?
What don’t you like?
What questions do you have?
What ideas does this inspire?
  - What surprised you?
  - What would you try next?
Learner Testing should be seen as a propellant, moving your design work forward. Builds momentum throughout your process.
Learner Testing can help to ground a team (or yourself) in the user’s POV.
Reflecting on being LEARNER-CENTERED
What am I already doing that is **Learner-Centered**?

What are some opportunities around me that can I apply a **Learner-Centered Mindset** to?
Discussion:
SHARING, QUESTIONS, and COMMENTS
Thank you!

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@iomegazippy
justin.lee@strategiced.com
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APPENDIX
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PAST EXPERIENCES, HISTORY
LEARNER’S BRAIN (ASSIMILATION)
Ethnographic Research is the study of humans within their cultural context. We want to understand how they behave and why. It is not gathering opinions.
We research to:
- Understand the true needs and priorities of your users;
- Understand the context in which your users interact with what you are designing;
- Replace assumptions with actual insight;
- Create a mental model of how the user sees the world.