PRODUCT VISION AND GOALS

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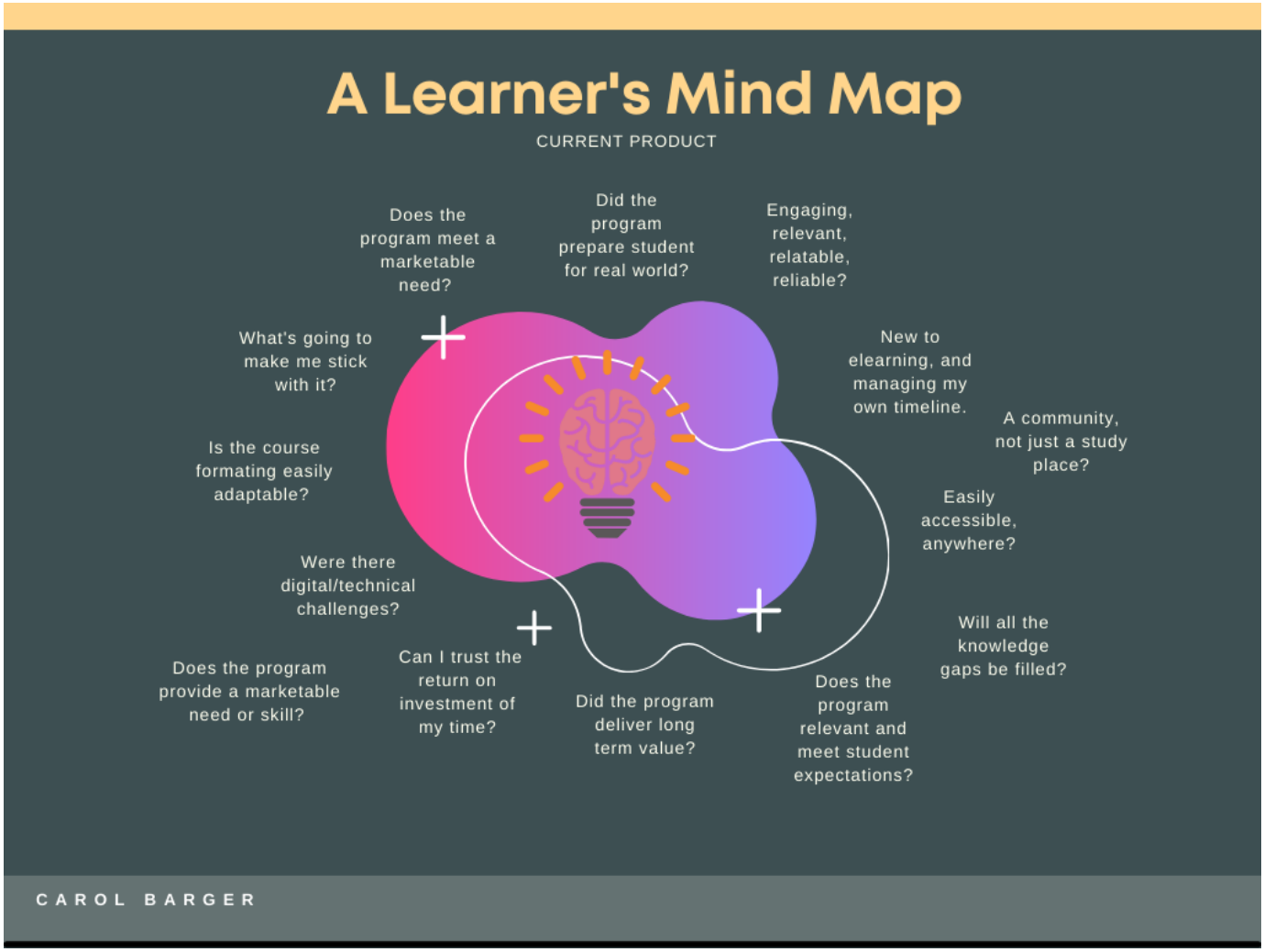


Brainstorming Potential Solutions

Carol Barger, Feb 2, 2021

Create an in-market product or service to be proud of, be a master user-centered advocacy and intelligence, mentor others, and help organizations to grow skilled design teams.

Design for the way various learners engage and communicate so that we can provide a usable outcome for everyone.

Go beyond the product brief and legacy system approach users, so that the instructional content-relevant, relatable, retainable and reflects the learner's greatest potential.

OTHER IDEAS

Feature a variety of creative mediums and experience levels

Immediate access to varied learner support focus groups and research
Keep content fresh, flexible and blend familiar and unique
Simple, conversational, narrative voice. Avoid complexity and lengthy content
Assign less reading, writing and producing and more group discussion
Informal, available to all ages and experience level
Teaches marketable skills, support additional development and lifelong learning
Support growth mindsets
Asynchronous, supports self-paced learning
Dashboard access to all course materials and support
Inclusive and supports varied learning styles
Ultimately prepares learners for transition
Technical, tools coaching
Maximize resources, tools, materials, contextual and self-help
Subscription, with first 30 days free.
Reconsider and align our message and curriculum objectives so that these align with student goals and objectives.
Create a whole-product experience by combining and synthesizing single-sign-on, enrollment, course descriptions, student accounts, forums & discussions, mentorship and technical / coursework support, and accessibility.
Apply data analytics page workshops, online surveys, and direct-student feedback
Research and re-define both ROI and learner-driven goals by and conducting analytics, customer

BUSINESS MODEL CANVAS

Product Value proposition

Unique Platform that enables synchronous and asynchronous learning

- Free introductory workshops and short term trial subscriptions
- Full immersion courses completed within 6 months
- Flexible coursework for those challenged with time management
- Skill-based instruction with specific outcome expectations.
- Focused on “How-to” and real world application
- Mentoring and support
- Self-graded, with educator feedback
- Certification or credential

Supports aural, verbal and social learners

Environment for discussions, diff learning styles, typically dominated by extroverts

Supports visual, physical and solitary learners
Back channels give all students a voice
Asynchronous learning

Accessible
Provides assistive technologies, vision braille, voice recognition, live captioning, alt text for images, searchable keywords, screen recording, voice-over descriptions

Utilities standardized video platforms, like youtube and vimeo

Additional tools
Creator studio video manager click edit next to video, subtitle or cc, English automatic, correct mistakes click Edit!, make changes, click publish, etc.

Nuance - creates transcripts from mvp3 or mvp4 files

Multiple formats, feedback for all students

Flipped classes - converting to video with CC, —flexibility, absent students, reviews, scheduling accomon.

What is the fundamental value you bring to the customer?

Easily accessible, affordable, 100% remote, self-paced, relevant, relatable and retainable e-learning platform that features workshops for artists, designers, and community with other creatives.

We are going to design for time constraints so that we help students realize their potential.

Help creative growth educators solve the challenges of developing effective e-learning programs by designing for, and advocating for new-age e-learners.

Re-imagine the future is now -- what does the ideal learning experience for creatives look like.

Why is it better than the alternatives?

1. Doesn't require immediate obligation (because it's difficult for most first-time learners to commit time, buy-in, trust an e-learning platform)
2. Learner-centric, relevant, relatable, and attainable with limited time and commitment
3. Encourages continued learning, and returning to the same site for the next course.

Key Issues (from user survey)

1. Burnout: Often excited to get started but when it gets increasingly challenging they experience burnout and unable to complete the course.
2. Format expectations: Video lectures are preferred, and perceived as a greater value/benefit over the dated nature of just assigning completely self-guided reading or research and taking tests.
3. Time management: Not all users are capable of self-pacing, or savvy about how to monitor their own progress.
4. Lack of mentoring / guidance: The majority of learners do not receive evaluation, advice or recommendations as to which courses to enroll.
5. Accessibility for all learners, including those with technology challenges or physical disabilities.

Customer relationships

How can you group your customers into different segments or personas?

Through flexibility and multiple options...

- Open trial - 15 days of free individually selected coursework with option to select and enroll in complete courses or workshops.
- Introductory Trial - up to 10 days with option to drop or register and enroll for the complete course
- Extended program - up to one year to complete the full coursework
- Full immersion program - synchronous cohort
- Flex program - asynchronous, individually paced
- Workshop program - individually selects and registers for courses and workshops, self-guided
- Continual learners, graduates and growth minded - returns for refreshers, alternate or newly added courses

By learning types:

- Visual (spatial) learner.
- Aural (audio) learner
- Verbal (linguistic) learner
- Physical (kinesthetic, tactile) learner
- Logical (mathematical, analytical) learner

- Social (interpersonal, linguistic) learner
- Solitary (intrapersonal) learner
- Natural (hands on, outdoor) learner

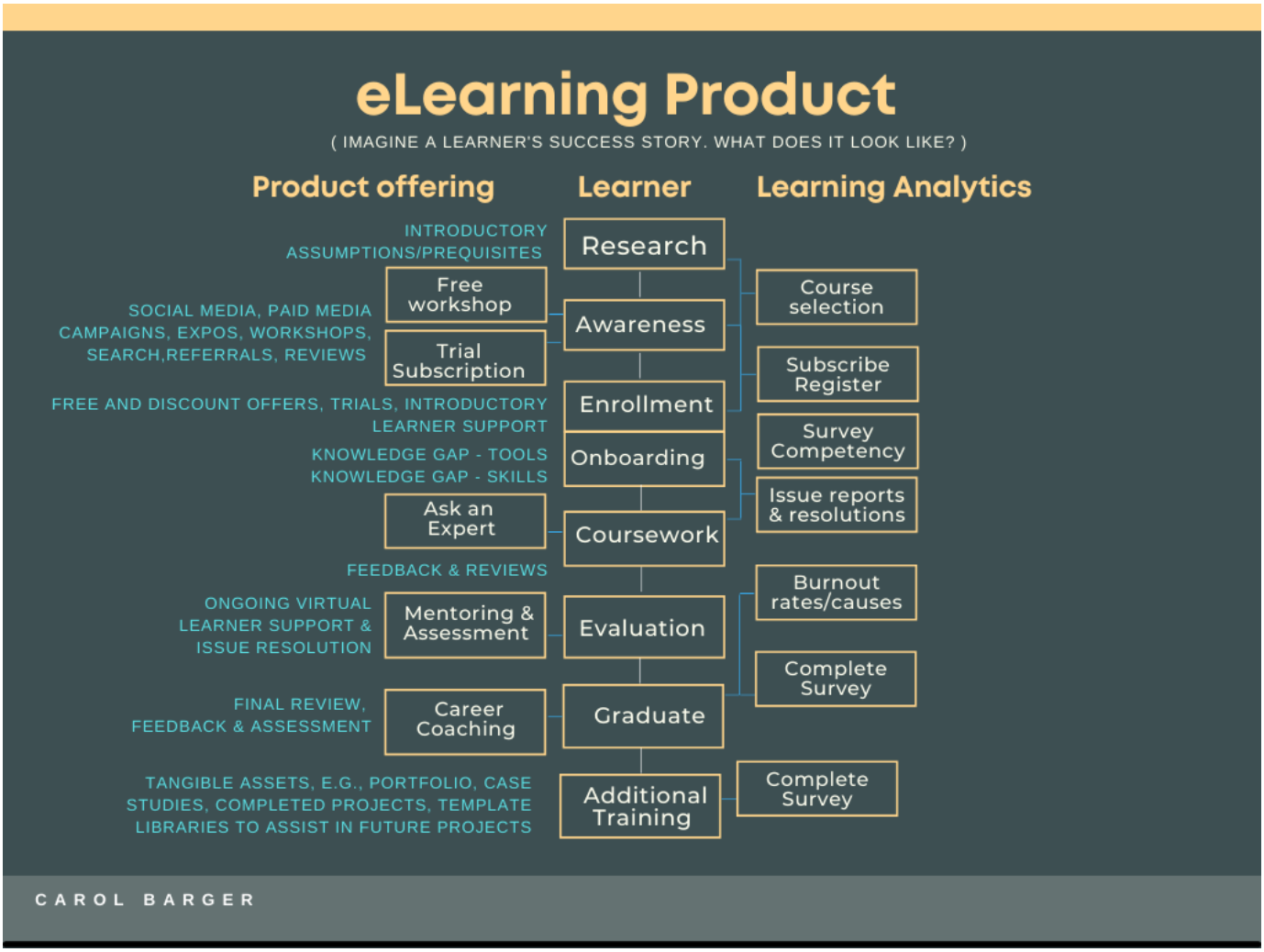
Segments

1. Creatives seeking quick turnaround/full immersion training to freshen or broaden their creative skills sets
2. Start to mid-career elevation or change
3. Creatives seeking to update their tools, and expand knowledge, creative and technical skills

Product Team

1. Program designers
2. Instructional designers
3. User experience researchers, designers, architects
4. Information architects
5. Digital marketing & digital analytics
6. Learning Analytics and Data Analys
7. Design educators
8. Student support specialist
9. Behavioral and career counselors

Breakdown of product components



Customer interactions

1. Introduction, research into potential online/remote coursework
2. Product discovery -- LinkedIn, google search, paid ads, referrals, social media campaigns, referrals.
3. Prerequisites, tooling, verifies assumptions
4. Registers for free intro course and/or full payment for the complete course, plus registers for unlimited classes, month to month subscription
5. Downloads, registers, enrolls, completes a profile, begins a course
6. Free and discount offers, trials, introductory learner support
7. Begins fundamentals modules

8. Realizes knowledge gap - tools
9. Realizes knowledge gaps - skills
10. Cyclical coursework, evaluations
11. Receives mentoring, technical and educational support, ‘ask an expert’
12. Assignment submissions, feedback and reviews
13. Ongoing virtual learner support and issue resolution
14. Final review, feedback, assessment
15. Graduating
16. Portfolio and other tangible outcomes, career coaching
17. Resources for future use
18. Additional workshops, skills and tools training
19. Behavioral and career counseling

How are you generating revenue?

- Subscription-based, conversion, return customers.
- 3, 6 or 1-year commitment
- Referrals
-

What steps need to occur for you to generate revenue?

Commitment long term subscriptions, new courses, fresh content

What could lead to a user no longer using your product?
Stale content, incomplete courses, drop offs, back outs and poor customer testimonials and reviews.

How we will acquire new learners

- First course free
- Geek weekends
- Social media demos and influencers
- Collaborative or team-based subscriptions
- Design conferences
- Art and design competitions
- Host teaser workshops

How we will engage and maintain learners

- Fresh new courses every month
  Curriculum as community
- Discounts for subscribers
- Demos and workshops
- Art and design competitions
- Host teaser workshops
- ***and ...***

CREATE OPPORTUNITIES TO PULL TEAMS AND ORGANIZATIONS TOGETHER TO GROW LEARNER ADVOCACY.

How we'll monetize and design for ROI

GROWTH

- free introductory workshops and short term trial subscriptions
- Geek weekends
- Rewards and referral programs
- Paid and social media channels

ENGAGEMENT: How users get value from your product and continually return

- Geek weekends
- Social media demos and influencers
- Collaborative or team-based subscriptions
- Design conferences
- Art and design competitions
- Host teaser workshops
- Full immersion courses completed within 6 months
- Flexible coursework for those challenged with time management
- Skill-based instruction with specific outcome expectations.

MONETIZATION: What customer events create revenue

- Subscriptions commitments
- Conversions
- Return customers, additional coursework
- Host added courses, services and partnerships
- Referrals
- One-time fee-based workshops and demos

Additional questions, challenges

- How can we improve on the marginal 50% course completion rate?
- Technical challenges: Learners without all the latest technology on hand may struggle to ramp up and quit before they actually have the opportunity to benefit from e-learning coursework.
- eLearners, especially social and verbal learners do not progress well without connection with other learners, mentors and assistive teams.
- Course completion rates provide essential red flags that the course may be too rigorous but do not highlight specific measured touchpoints or roadblocks. Daily individual stand-ups were implemented for a short time but these became overly time consuming.
- Overall progress scores - a module by module completion rate might be more effective.
- Grading team assessments of effort, productivity and creativity, which is a subjective measurement, resulting in varied opinions and inconsistencies across the grading team.

Objectives and Key Results (OKRs)

THREE KEY OBJECTIVES / OKRS

Key Objectives	OKRs, specific and measurable

CONVERSION RATES **LEARNER SEGMENTATION** **STYLES & DEFINITIONS COMPLETION RATES** **ENGAGEMENT, QUALIFIERS, GAPS, TRANSFERABLE AND TECHNICAL SKILLS**	% of users engaged through workshops % of new subscribers from free 30-day trial % of new subscribers from first "course free" Skills surveys and assessment during workshops • Click-through rate or cost-per-click • Conversion rate = (conversions / total visitors) * 100% • Total volume of new subscribers relative to completion rates • % of learners who submit favorable reviews • Avg. # of new users referred per active user Making a purchase • Submitting a contact us form • Customer service center activity • Online chat engagement • Signing up for a subscription (either paid or free—like a newsletter) • Direct vs. redirect registering on the e-learning site • Downloading resource / free course materials, etc. • Site usage analytics - time, #pages visited, repeat visits • Return customers and upgrades • Overall time per module, sticking points and related support requests • Issue severity level
LEARNING EFFECTIVENESS METRICS/LEARNING ANALYTICS 1. FORMATIVE EVALUATION Evaluates the programs development **2. SUMMATIVE** Evaluates program success (see model below)	• Report findings, make recommendations, implement Calculated measurements of learning success, such as ratings, and survey results from education team evaluations • Module by module completion rate • Projections, e.g., completion rate • Best practices • Improve productivity • Building credibility • Benefit stakeholders Learner satisfaction surveys provide confidential

Identifies needs, best practices, appropriate strategies, changes in scope, new materials, and overall learning design* **(Source: http://www.td.org/certification/Competency-Model)*	feedback so that educators and learning analytics can track the problematic areas. • Monitoring issue tickets generated throughout the course timeline to completion to track and identify the touchpoints where learners become stuck • Repeat module / course / assignments rate • Educator team office hours, assistive time, feedback Rubrics and universal criteria for mastery, and monitoring progress and success.
PROTECTED NEW ENROLLMENT AND ROI	CONVERSION RATES Conversion rate = (conversions / total visitors) * 100% ROI ROI % = Project gain 50,000 - Project cost 40,000 / Project cost 10,000
LEARNER EXPECTATIONS METRICS MEASURE: -The motivation, or lack thereof, for the learner. -Where their values are placed. -How their goals are progressing. -How the current experience fits their needs. -What surprises them. -How do they get help? -What is their context and constraints? -What they like most. -What they like the least. -How they retain knowledge. -How they learn best. -Language, physical or	• Identify Customer Expectations • Set a targeted, measurable goals, for example $70 completion rate • Create strategies • Create data collection method • Measure • Monitor ongoing • List actions items • Apply research, learning analytics and other data collection • Flag (confident) helps educator success team identify the common stumbling blocks

environmental challenges. -How comfortable are they with the effort level, time and cost? -Who does most of the work – the user or the system? -Tagging learner support issues/resolutions with a red flag (difficulty), yellow flag (signs of trouble) or green	
LEARNER SUCCESS METRICS Report findings, make recommendations, implement cyclical and iterative program design recommendations	• Course completion rates • Learner issue resolution metrics • Results of learner feedback, satisfaction ratings, surveys • Assessments/evaluations of overall and modular competency **Phillips ROI Methodology*** Level 0: Inputs #people training and costs Level 1: Reaction to training from learner's perspectives Level 2: Learning participants have learned what they are supposed to learn / evaluations or assignments etc. Level 3: Behavior surveys, observations, inspections Level 4: Results achieved because of training, are goals met? What business Level 5: ROI financial advantage

*(*Source: Jeff Toister, CPLP, PHR, "How to Measure Learning Effectiveness," LinkedIn eLearning)*

ADT Model for eLearning Program Effectiveness

(Source: https://academy.webvent.tv/uploads/assets/264/document/CPLPvsAPTDwebcastMarch2019.pdf)

Instructional Design

Design and develop informal and formal learning solutions using a variety of methods.

Be able to:

- Conduct a needs assessment.
- Identify appropriate learning approach.
- Apply learning theory.
- Collaborate with others.
- Design a curriculum, program, or learning solution.
- Design instructional material.
- Analyze and select technologies.
- Integrate technology options.
- Develop instructional materials.
- Evaluate learning design.

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