



6 Tips

to Improve the

Learner Experience

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As organizations adapt to the rapidly evolving workplace landscape, the demand for engaging, accessible, and impactful digital learning experiences has become a critical priority.

Whether you're working to boost productivity, improve employee collaboration and community, or simply ensure that your teams have the skills and knowledge they need to succeed, eLearning is a powerful tool in the effort.

However, as the world changes, so must our eLearning. Today's learners are busier than ever, with limited time and attention spans. Developing eLearning programs that can captivate and effectively educate this audience requires a thoughtful, user-centric approach.

A course in the hands of disengaged learners is about as beneficial as providing no course at all. By staying attuned to the evolving landscape of eLearning and prioritizing the learner experience, organizations can unlock the full potential of digital training and development, even in the face of ongoing workplace changes and challenges.



So, how do you create eLearning courses that truly engage learners and make an impact?

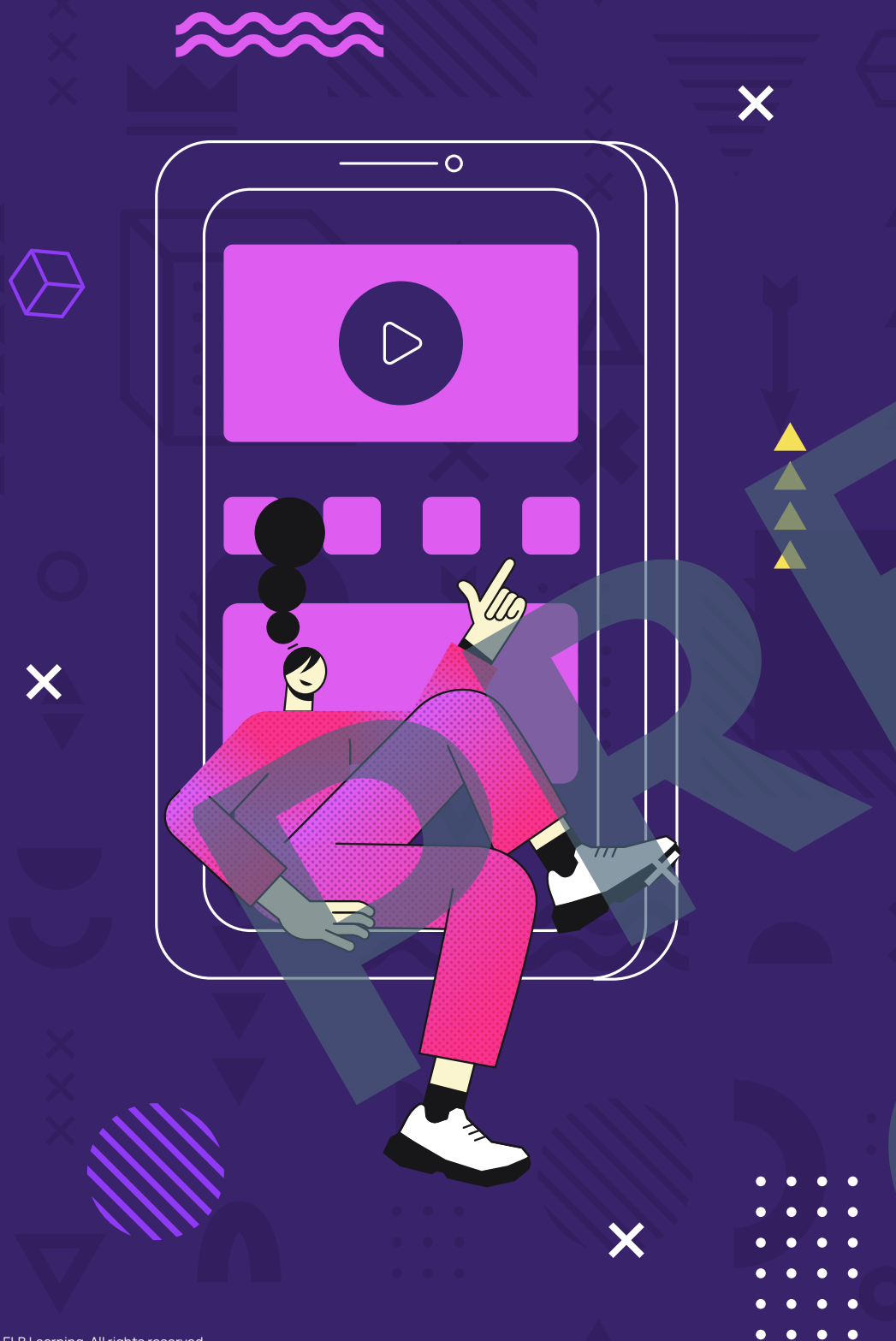
The following tips are a great place to start:

1. **Make your courses mobile-friendly**
2. **Vary your course content**
3. **Create an interactive experience**
4. **Emphasize real-world challenges & solutions**
5. **Test the course for user experience**
6. **Ask for feedback**

Are you ready to impress your learners with engaging learning? Let's get started.

01

Make Your Courses Mobile-Friendly



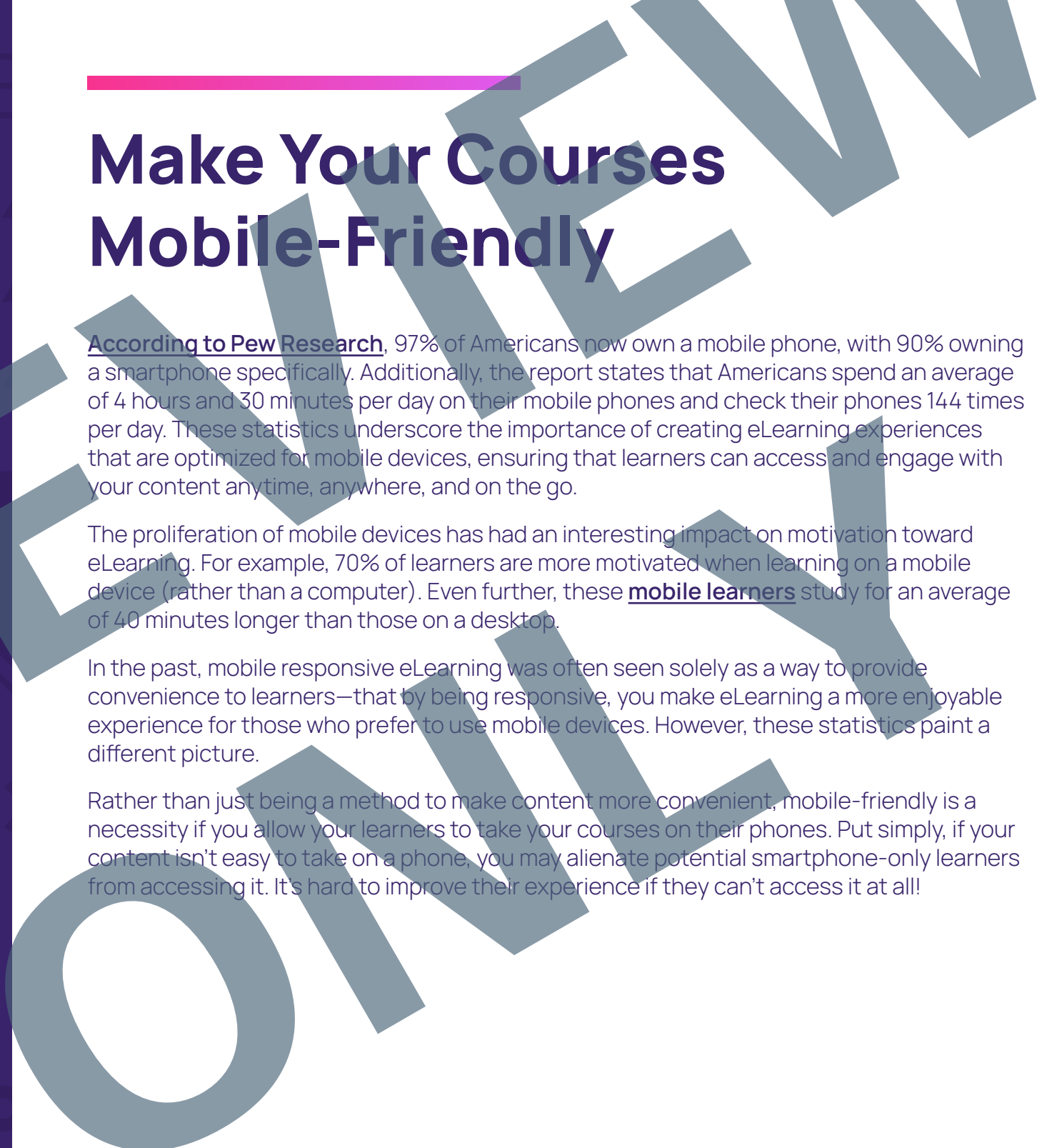
Make Your Courses Mobile-Friendly

According to Pew Research, 97% of Americans now own a mobile phone, with 90% owning a smartphone specifically. Additionally, the report states that Americans spend an average of 4 hours and 30 minutes per day on their mobile phones and check their phones 144 times per day. These statistics underscore the importance of creating eLearning experiences that are optimized for mobile devices, ensuring that learners can access and engage with your content anytime, anywhere, and on the go.

The proliferation of mobile devices has had an interesting impact on motivation toward eLearning. For example, 70% of learners are more motivated when learning on a mobile device (rather than a computer). Even further, these mobile learners study for an average of 40 minutes longer than those on a desktop.

In the past, mobile responsive eLearning was often seen solely as a way to provide convenience to learners—that by being responsive, you make eLearning a more enjoyable experience for those who prefer to use mobile devices. However, these statistics paint a different picture.

Rather than just being a method to make content more convenient, mobile-friendly is a necessity if you allow your learners to take your courses on their phones. Put simply, if your content isn't easy to take on a phone, you may alienate potential smartphone-only learners from accessing it. It's hard to improve their experience if they can't access it at all!



02

Vary Your Course Content



Create An Interactive Experience

Think of a traditional classroom scenario. Teachers instruct students, who, in turn, respond to teacher-provided prompts. Ideally, this is a two-way conversation that prevents students from “tuning out” the experience.

This can be challenging with eLearning. Rather than facing an instructor, learners face a computer or phone screen that won't notice if they're distracted. However, these learners aren't going to learn anything if they're not paying attention. And, if they don't learn anything, they're not having a positive experience with the course.

Combat this risk of “tuning out” by making your eLearning a two-way experience. Engage learners with your content by incorporating:

Simulations

Make interactive experiences for the learners. Use real-life scenarios that they may face in the workplace. They can practice responses to these scenarios to see different outcomes.

In-Course Gamification

Educational games in eLearning courses are in high demand, with **80% of learners** claiming their experience would be more productive if it were game-oriented. Whether it's a short game instructing on a specific topic or a longer, simulation-based game, learners will appreciate the engaging experience. For more information on the benefits of gamified learning, [check this out](#).

LMS-Based Gamification

Your organization's learning management system (LMS) should also offer valuable opportunities to use gamification. For example, you can create learner leaderboards to create a sense of healthy competition across your organization. Highlight a few top achievers each week and motivate others to aspire toward a high ranking!

With these interactive elements, you will not only encourage learners to complete your courses—but they'll also enjoy the experience!

05

Test the Course For User Experience

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You could create the most engaging, intriguing, and educational eLearning course, but if it has a negative user experience, your learners are going to opt out.

Quality assurance testing is crucial to providing a great user experience. It ensures that the course doesn't break when the learner accesses it and that they don't stumble upon too many grammatical errors.

Before releasing a new eLearning course, test the full experience across multiple device types and web browsers to ensure you have a fully functioning course. When doing so, consider the following:

- » Are there any aspects of the course that aren't intuitive across devices, such as the navigation on desktops versus mobile devices? How about across internet browsers?
- » Are there any loading issues or aspects that slow down the experience overall?
- » Are there clear instructions for the interactive experiences?
- » Are there any unforgivable grammatical errors?

These are just a few questions you should ask yourself when testing content from the learners' point of view. The list can go on!

If you want to know what kind of impact your course has, recruit course testers who aren't part of your design team and haven't ever interacted with the course before. If you're partnering with a company for custom eLearning development, ensure this partner has a team of trained testers that will carry out this process.

