



**= Learner  
Experience  
Design**

# PUTTING LEARNING EXPERIENCE DESIGN INTO WORKPLACE LEARNING

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Learning Experience Design (LXD) is an exciting space for those of us in the business of designing workplace learning programs.

LXD is the science and the art of creating experiences that help learners, and their workplaces, fulfill the learning outcomes they desire, in a user-centered and goal-directed way (The Learning Experience Canvas 2017). It is a multi-disciplinary field that includes elements of adult learning and development, instructional design, psychology, neuroscience, design thinking and user experience design.

The magic of LXD lies in its invitation to focus on how the learning will be experienced by the learner. LXD challenges us to think about our designs in a holistic and integrated way. It pushes us to blend different elements into learning experiences that are relevant, practical and grounded; both

for the learner and the organisation they work for.

A key challenge for learning experience designers is choosing the right blend of theories, methods and tools; and there's a lot to choose from. This includes flipped classrooms, instructor led learning, peer-to-peer learning, coaching, mentoring, research and reading (eg policies and procedures), on the job learning, eLearning (including authored programs, video learning, mobile learning), micro learning, webinars, job aids, learning transfer strategies, assessments, social and collaborative learning, job shadowing, case studies, role plays, simulations, fish bowls, knowledge cafes, project-based learning and problem-based learning. It can feel a bit overwhelming.

## Case Study

### Evidentiary Notes Video Learning Course

For this course the learning outcomes were: explain what evidentiary notes are and why it is important to take them; know what evidentiary notes to take; understand and apply the rules for taking evidentiary notes; and take evidentiary notes in accordance with the organisations policies and procedures.

The Learning Experience Design: started with the learner watching a short video which was created in-house with internal subject matter experts using Camtasia (micro-learning, eLearning, knowledge sharing); locating and reading the organisational procedure for taking evidentiary notes (navigating work systems, self-directed learning); downloading and completing a worksheet (self-directed learning); reviewing the worksheet with their supervisor (coaching, social learning, learning transfer). From there the learner transfers their learning to the job (experiential learning, on-the-job learning, social learning) and then submits copies of their work to be assessed (applied learning, assessment).

Question: How do you decide what your learning experience design will be?

Answer: Start with the end in mind.

Every element in your learning experience design needs to have a valid reason for being there. This means that you need to do your analysis to know the learning outcomes, the target audience (both the learner and the organisation) and the context where the new skills and knowledge are to be applied. This information will guide your decisions about what's in and what's out in your design; as well as the methods you choose to blend into a great learning experience design.

## Tips

Tips for workplace learning experience designers:

- Base your designs on solid adult learning theories and principles
- Make sure your design fits the workplace
- Be creative and adventurous with your LXD
- Be careful of fads and the latest thing an industry or vendor is trying to sell you (remember we are in the business of educating not edutaining)
- Put your learners and their workplace at the centre of your design

LXD is about creating engaging, purposeful, relevant learning experiences that achieve real outcomes for the learner and their workplace. And it is a lot of fun.

## Reference

The Learning Experience Canvas 2017, <http://lxcanvas.com/>

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