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Engaging Learners by Revolutionizing User Experience

How a Great Learner
Experience is the Holy
Grail of an LMS

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THE MOST CRITICAL QUESTION IN AN LMS INVESTMENT

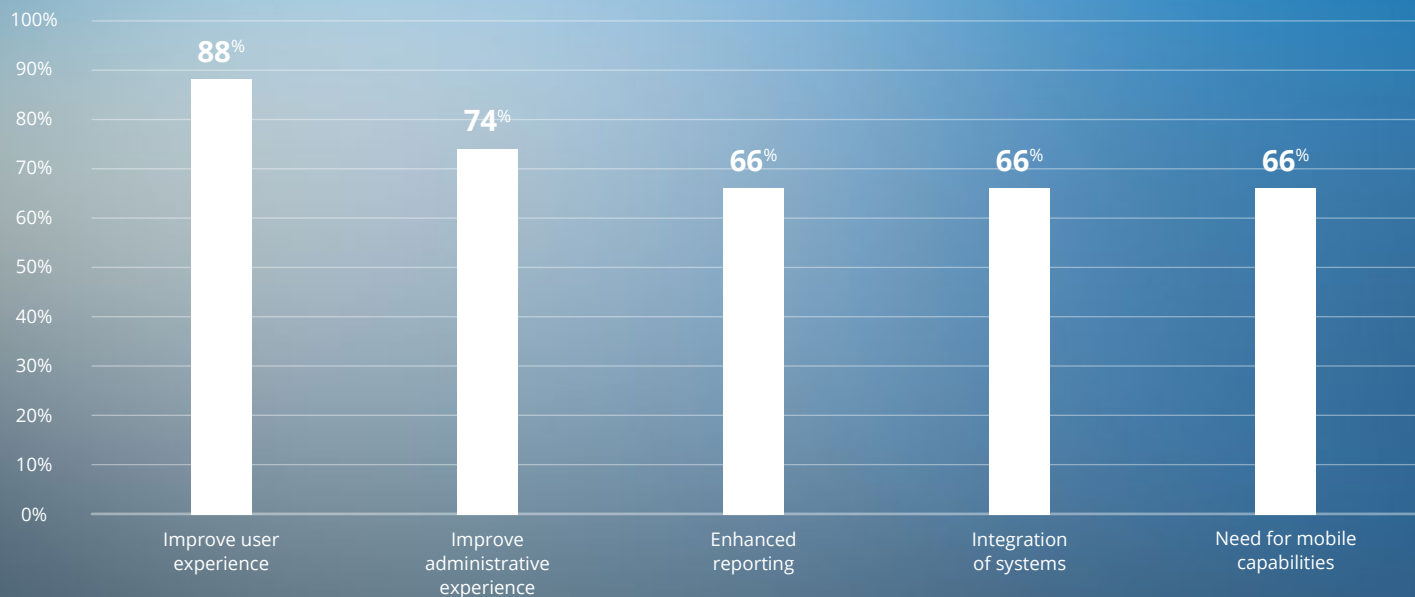
When we implement a new learning management system (LMS) or seek to replace an existing one, we often have a lot of balls in the air and questions to ask. How will we implement the system? Are the prospective vendors credible? How will our IT infrastructure incorporate a new solution into our existing technology framework?

These are all valid questions, but they ignore the one, critical question that ought to reside higher than any other: Will our learners actually *love* to use our LMS?



TOP 5 REASONS FOR SWITCHING AN LMS

Source: Brandon Hall Group Learning Technology Study. Used with permission.



GREAT LEARNER EXPERIENCE IS THE HOLY GRAIL

It might be a stretch to say learners need to “love” their LMS in order to learn effectively, but it is not so far from reality. Too often an LMS is crippled by the fact it simply can’t offer users the learner experience (LX) they need to develop skills and excel in their roles.

And of course it is understandable that learning and development (L&D) leaders have many things to consider when implementing a new solution. However, it cannot be ignored that all efforts invested in an optimal solution are wasted if LX suffers. After all, improving user experience is the number one reason organizations switch their LMS.



LEARNER EXPERIENCE IS THE WEAKEST LINK

As with many things in life and in business, it's fundamental to understand that a program is only as effective as its weakest link. In the case of L&D, this weakest link happens to be LX. Learners need great learning experiences to thrive and succeed in their roles. And the biggest impediment to this in general is a terrible user interface (UI) and user experience (UX).

So, to the obvious question, what makes for a great learner experience? Let's dive into that.

IT'S EASY TO USE

If an LMS is cumbersome, unwieldy, or otherwise challenging to use for its end users, then it shouldn't be used in the first place, period.

We need LMSs that match general user conventions end users are used to using. There's no need to re-invent the wheel. Conventional users know how to use conventional software products, and LMSs should put end-user standards at the forefront to minimize the friction behind how they will achieve learning outcomes.



THERE'S LITTLE TRAINING INVOLVED

Just as an LMS needs to be easy to use, it needs to have zero-to-minimal training involved. Once users log into a system, they should naturally know where their eyes need to go in order to meet immediate training objectives. If someone logs into an LMS and has to ask questions off the bat, then we have problems.



IT'S FUN TO USE

Beyond being easy to use, an LMS should be fun to use. A system that is actually appealing and engaging for users will ultimately let them learn better and faster and also let L&D professionals rest easier, knowing their learners are acquiring knowledge at a good pace.



IT LEVERAGES KNOWN CONVENTIONS

LMSs don't have to re-invent the wheel of learning. eLearning systems don't have to reinvent how users acquire new skills. Learners are learning online everyday: how to cook, how to build, how to learn languages. They do this with seamless learning conventions that are widespread.

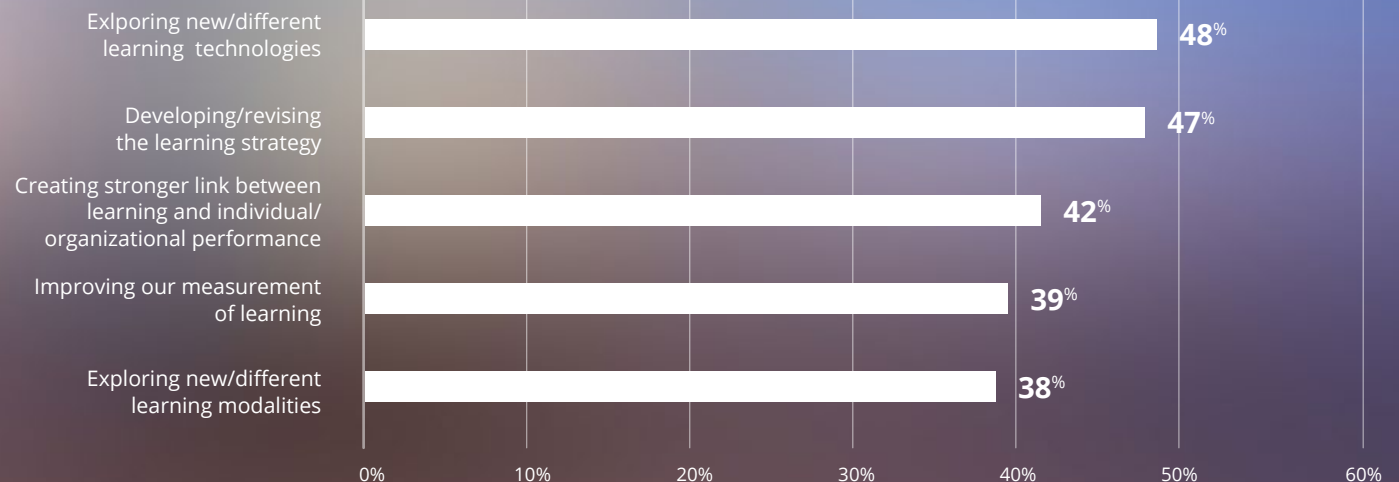
Don't find a new way to help learners how to learn. Understand how they learn effectively in their day-to-day lives and use the essentials of those approaches in your eLearning strategies to truly engage learners.

IT CONNECTS

Any modern eLearning system needs to be bolstered by a robust network of connectivity. Learners need access to their LMS and learning content wherever they may be and however they may access it to support a seamless, ongoing learning experience.

However, this ingredient is too often ignored. One small impediment, such as intermittent inaccessibility or lack of connectivity, can disrupt the learning process and have a negative impact on the learner's overall engagement with L&D programs.

TOP 5 LEARNING & DEVELOPMENT PRIORITIES



Source: 2016 Brandon Hall Group Learning Technology Study. Used with permission

ONLINE AND OFFLINE FUNCTIONALITY IS ESSENTIAL

It is sometimes said that “offline is the new online”. Cloud-based LMS providers strived for many years to provide offerings that were available in any region of the world, at any time, with a connection to the internet. But one thing was lost to some: the fact that we simply cannot access the internet in certain regions, at certain times.

If we're to provide users with software tools that are accessible on offline devices and map to an LMS, we need to synchronize the progress they have achieved with what exists on connected systems. Some LMS providers have made great strides in this regard and managed to link learner progress with an LMS effortlessly.



CONCLUSION

We can get all of the right pieces in place for the perfect LMS, but if our learners can't effectively learn through the solution, all is lost. We need a great LMS that engages users and has exceptional UI/UX capabilities to actually engage users and create learning programs that are actually effective.

Wondering what LMS will meet your learning and development needs? Try Docebo today. There's no cost, no commitment, and no credit card involved.

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