

docebo®

HOW TO BUILD

A tailored learning experience

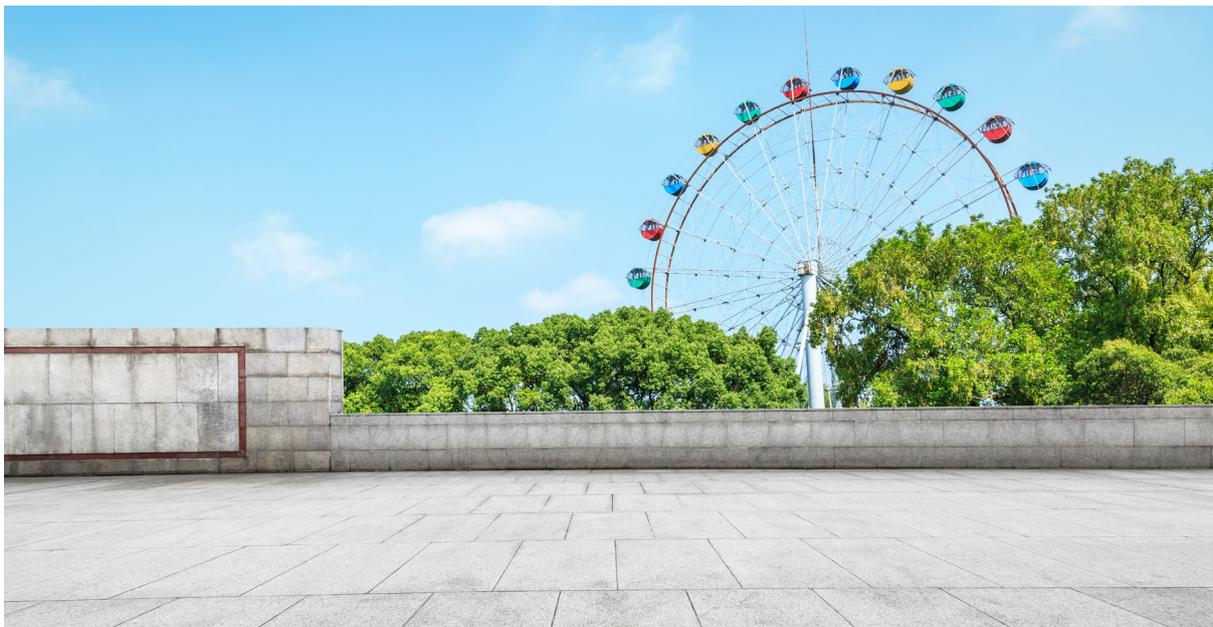
Practical tips to build beautiful, usable,
and engaging learning—that works.



Here's a thought experiment:

What would happen to Walt Disney World if...

- ★ ...every building in the park was repainted a dull gray?
- ★ ...all signs, maps, and other wayfinding tools were removed?
- ★ ...you could no longer go on the rides, only watch them operate



If the answer seems obvious, trust your intuition: Attendance would suffer.

The first two changes would damage the aesthetics and usability of the park, while the last one would make it less engaging to interact with. All of them would have a significant impact. Now, apply this analogy to your organization's learning experience. If your content is dull and boring, learning will suffer. If your platform has poor usability, learning will suffer. And of course, if you don't make learning fun and engaging, it won't happen at all. Notice that among these issues, the nuts-and-bolts 'content' of your learning program doesn't matter. That's because even the most thorough and well-designed content in the world still needs to be beautiful, usable, and engaging.

The learning experience must be beautiful

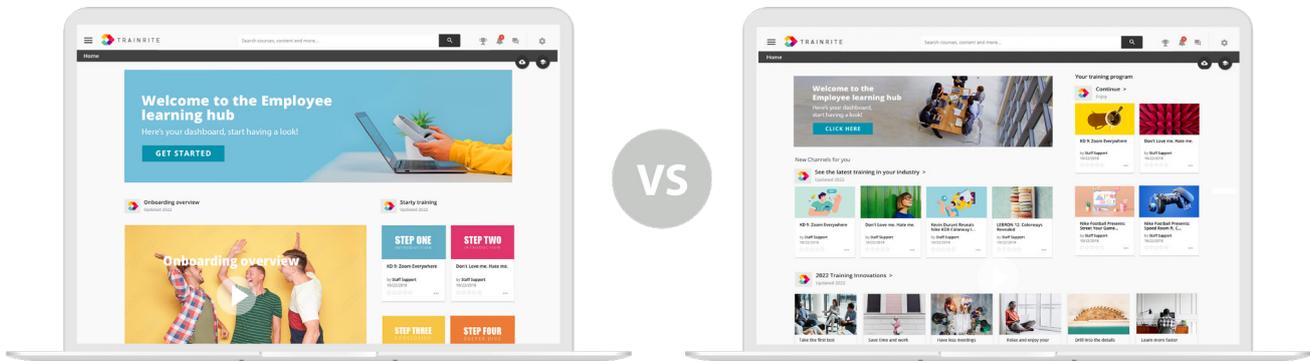
Research from Harvard shows that colorful, stylized imagery is more memorable than bland visuals like bar charts. When designing your learning environment, include lots of imagery, with an emphasis on contrast and color.



Getting high-quality photography can be easier than you think.

You certainly don't need an expensive custom shoot and you may not even need to use internal design resources. Try stock websites like [Pexels](#), [Unsplash](#), and [Stocksnap](#) for images that you can use for free, with no copyright restrictions. [Flexiple](#) and [Pixabay](#) are similar, but for illustrations.

You should also try to balance your page elements with an understanding of the user. For example, here are two learning pages:

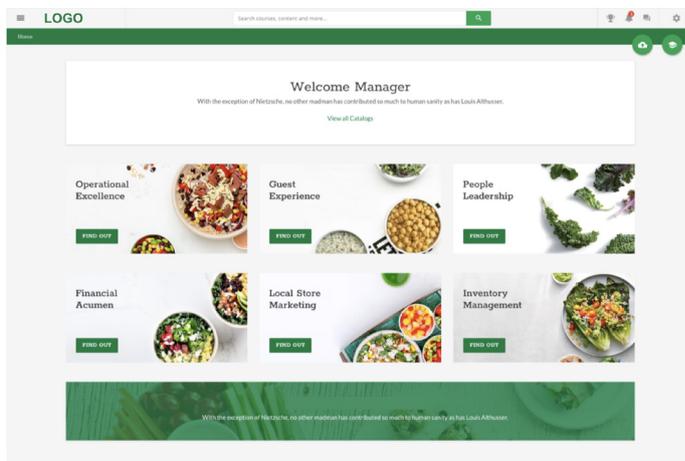


On the first page, there are three main elements, and one of them is an embedded video. This means that users only have two real choices about where to navigate to. This is simple navigation done right.

The second page contains many more choices. This lends itself more to a Netflix-style approach of open-ended learning. The audience may not know what they want to learn next, so this page is optimized for browsing a wide variety of options. Even still, it could benefit from additional hierarchy, with more relevant courses being emphasized more clearly.

Both layouts accomplish their goals and both are visually appealing. But it's important to note that their goals are distinct. Each would be a poor replacement for the other.

Finally, remember that simplicity is beautiful. Try to reduce the amount of navigation your users have to do, keeping it to three levels if possible.



This content page uses images and simple custom design to great effect. There are six clearly-labeled choices that make it easy for the user to decide where to go next.

The learning experience must be intuitive

When a user says something is “unintuitive,” what they often mean is that “it’s unintuitive for me.” Usability is very much in the hands of the user. And of course, users come to a learning experience from a variety of different contexts and perspectives.



Personas and personalization

Here’s a simple example: if your business operates in the EU, your employees will all require training on GDPR compliance. This includes senior developers who work with user data every day, as well as marketing employees who may be hearing about GDPR for the first time. Training that’s perfectly effective for the first audience may feel opaque and unintuitive for the second.

That’s one of the reasons personas are so important: They help you account for the differences in experience, skill level, and tech-savviness between audiences.

But you should also personalize for individuals. For example, two colleagues may have the same role, same general competencies, etc. But when they both open up the Amazon homepage, they will see wildly different recommendations. No matter how similar they might be, their user history and

personal preferences will be very different. Creating a recommendation engine like this is hard, but many learning platforms come equipped with an AI-powered recommendation algorithm. Taking advantage of this feature can really level up your learning.

Responsive and accessible

An intuitive tool is intuitive everywhere, for every user. This means optimizing it for different sizes, devices, languages, and abilities. Make the effort to localize your content, to add in image descriptions, and to make sure it meets accessibility standards for contrast, captioning, and text-readers. A big part of Walt Disney World's magic is that everyone feels welcomed there. The same should be true for a learning experience.



Finally, here are some questions to consider when designing personas and personalization:

- Who am I designing this page for?
- What challenge or problem will this page help the business solve?
- What challenge or problem will this page help the users solve?
- How can I uncover challenges users have which I don't know about yet?
- What are the top elements where I want to focus the users' attention?
- What do users like? What are the pain points?

People have preferences in how they learn and interact, but that doesn't mean usability isn't objective! In fact, there are many well-established principles and best practices that will help you create an intuitive experience. For an interactive resource on user experience design, visit [Laws of UX](#). And if you're looking for an enlightening exercise, do an audit: Does your learning environment obey all the laws?

The learning experience must be engaging

To make learning engaging, your audience needs to actively participate in learning, not passively consume it. This means interactive elements and design that gets people excited.



Lean into social learning

People learn best when they can engage and interact with others. No wonder 82% of businesses that use social learning tools want to increase their use of them in the future. Social learning is powerful and it works.

There are several simple ways to add an element of social interaction to your learning experience:

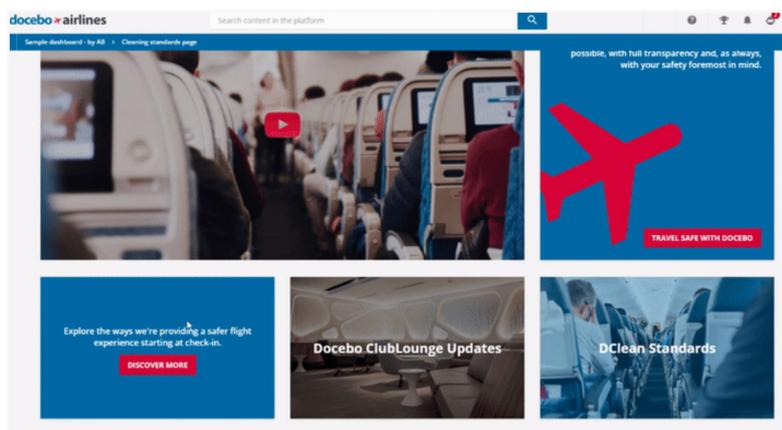
- ★ Add ratings and Q&A features to the learning materials, which starts up discussion and ensures the best content also gets the most visibility.
- ★ Introduce content authoring tools to turn users into contributors. After all, who would you rather watch a video of: Your superstar colleague, or a stranger from LinkedIn learning?
- ★ Make learning rewarding with recognition systems, badges, achievements, and rewards. You can even hold learning competitions to tap into your users' competitive spirit.

Don't fear the flair

In task management apps, completing a task or checking a box does what it's supposed to do: It moves the checked item from one list to another. (Usually from a list called "to do" to one called "complete.")

But in many of these apps, it does something extra as well: It creates an explosion of confetti, or triggers a rainbow unicorn to fly across the screen. These moments of delight aren't wastes of dev time—they reinforce the experience and build a positive association for getting things done.

Similarly, building tactile behaviors into your digital experience helps it feel more concrete and real. For example, making images in a carousel rotate like pages in a book, or making video previews of courses play when hovered over. These unexpected and tactile actions can subtly (but substantively!) improve the learning experience.



On this page, the links at the bottom respond dynamically to mouseover, adding to the user experience.

Make it beautiful. Make it intuitive. Make it engaging.

If you can master these three areas, you'll have a learning experience that's (almost) as fun as a theme park.

**Get it done with one simple solution:
the world's best learning suite.**

Docebo can make it easy. Let's chat and we'll show you how.

[Schedule a call](#)