WHAT IS LEARNING EXPERIENCE DESIGN? & why it matters
PRESENTERS

Kristen Hernandez
Learning Experience Designer
LSU Digital & Continuing Education
kristenh@lsu.edu

Lydia Treadwell
Learning Experience Designer
LSU Digital & Continuing Education
ljdorsey@lsu.edu
OVERVIEW

• What is Learning Experience Design (LXD)?
• LXD Development Tools
• Empathy mapping
• “Pillars” of LXD
• LXD Matrix
• Application activity
Learning Experience Design (LXD) is an interdisciplinary approach to developing well-designed learning environments that employ both sound Instructional Design (ID) and User Experience Design (UXD) techniques.
LXD = ID + UX

Learning theories
Design models
Instructional analysis
Alignment maps
Storyboards
Item analysis

Instructional Design
The Four Pillars of Learning Experience

Instruction

Content

UX

Interaction
INSTRUCTION

• approach to the method of instruction, tailored for the context, content, and learner.
• creating a meaningful learning experience
  • address the gaps that exist between the learner and the desired outcome
  • practice and apply new skills in real-world or authentic contexts
CONTENT

- appropriate selection of content that supports acquisition of outcomes
  - outline the necessary knowledge, skills, and resources needed for learners to fulfill those outcomes.
- effective arrangement of instructional material including the content flow, chunking, and organization
- content structured in a way that makes the most logical and relevant sense to the learner
USER EXPERIENCE (UX)

- accessibility of course content for *all* students
- navigationally-sound design
- content implicitly communicates information to learners
  - tone
  - visual design
  - overall “feel” of your course
  - consistency is key!
INTERACTION

- Interaction is the way in which learners connect to the learning experience through their contact with the system, other learners, and the instructor.
- Create opportunities for three types of interaction:
  - student/content
  - instructor/student
  - student/student
LXD Matrix

Instruction

Content

User Experience

Interaction

Learner's needs
- Goal(s)
- Pain point(s)
- Problem(s)
LXD Matrix: Intro-Level Gen-Ed Course

**Instructional strategy**
- formative assessments throughout lecture
- multiple opportunities to receive feedback to address skill development

**Content strategy**
- low-cost course resources appropriate for level of course
- bring in examples relevant to both course and students alike

**Freshman College Student**

**User goal(s):** to complete Gen-Ed required course; further develop college-level academic skills

**Pain points/Potential problems**
- feels overwhelmed and alienated by size of class
- lacks college-level reading & writing skills

**UX features**
- centralized Moodle landing page for key course information: due dates, contact info, office hours, etc.
- course videos captioned in Kaltura or YouTube

**Interaction features**
- flexible office hours; including "after hours" virtual options for working students
- break-out in-class discussion groups
Why LXD Matters

cater to the needs of diverse learners

- There is an increasing need to provide unbiased, engaging, and quality instructional content that meet the needs of diverse learners. Learning Experience design determines best approach to define, design, develop, deliver, and deploy instructional content for the ever-changing student demographics in a manner achieves the desired learning objectives and outcomes (Champion & Gunnlaugson, 2017).

create pleasurable and authentic learning experiences

- LXD leverages technology to foster connections to faculty, other students and real-world experiences that make online courses more meaningful to students.
THANK YOU
References


