KALLIDUS

What would you say if we asked you to tweet on a typewriter?

#umm...

UX: Your secret weapon for engaging the modern learner

A kallidus pocket guide to User Experience

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Shhh ... want to hear a secret?

The secret to unlocking learner potential, achieving great engagement levels and maximising return on learning investment lies in .... a great User Experience (UX).

In this handy pocket guide, you'll discover everything you need to know about UX and how a well designed learning platform can revolutionise the learning experience for today's modern learners.

TOP SECRET

What is UX?

User experience is the overall experience a person has when they use a particular product, system or service.

It refers to a person's emotions and attitudes when they interact with a solution, especially how easy or pleasing it is to use.

For an LMS, this boils down to how easy is it for learners to find a course and to complete a task. And ultimately, it impacts how likely they are to return for more learning.

Why poor UX is a problem

In the last 20 years LMS solutions have developed at great speed. They've become more feature rich and integrated with a growing number of content providers and third party systems.

But in this fast paced world of development, UX has been overlooked, despite it being one of the most important aspects of all software.

If your LMS results in a poor UX, it doesn't matter how many features or integrations the platform has, engagement levels will be low and return on investment limited.

Why good UX is vital for today's learners

Today's modern learners are more impatient, distracted and overwhelmed than ever. They expect to have what they need, when they need it, at their fingertips.

Finding a course on an LMS or learning platform should be as easy as finding a film on Netflix!

Yet Towards Maturity research shows that 26% of learners can't find what they need. This is frustrating, time wasting and results in a lack of trust and disengagement.

Good UX gets learners onside, helps organisations to achieve their learning objectives and supports a culture of continuous learning and development.

Still need convincing?

The evidence for good UX is compelling:

- According to learning and HR analyst Fosway, UX is a major driver for 80% of organisations changing their HR Tech

- 97% of organisations cite ease-of-use as the main factor for selecting enterprise applications*

- 83% of workers say a seamless experience across all devices is very important*

- 95% agree that "good user experience just makes sense"*

- 48% of users feel frustrated and annoyed on sites poorly optimised for mobile*

- 68% will give up on a website if UX is poor because they don't think the company cares*

Our research shows:

• Today's learners want a more engaging experience that looks and feels like the apps they are used to using in their everyday lives

• Learners want a solution they can trust that enables on-demand learning on any device

• Good UX results in less cognitive strain on the learner

*Sources: The state of mobile enterprise collaboration, Imedia Connection, Neustar Localeze, Inspire DM, Smashing Magazine

How does your current system stack up?

Use these questions to evaluate and score the UX of your current LMS:

1. Has the LMS been optimised on multiple screen sizes?
2. When using the LMS on a device with a small screen size, is it easy to navigate and use?
3. Does the LMS help users to search for learning using their own language?
4. Can learners complete tasks quickly and intuitively?
5. Does the system load in a few seconds?
6. Does the LMS offer a personalised experience?
7. Does the learner need to learn how to use the system?
8. Does the system help the learner understand what they need to do?
9. Has the LMS been tested for usability?

...if yes +1

8-9 your LMS will most likely deliver a great learner experience

6 and above your LMS will most likely deliver a satisfactory learner experience

5 and below there's room to improve learner experience

What makes Kallidus Learn so unique?

We have invested heavily in UX design to develop an outstanding learning platform that is truly learner-centric.

Unlike many software providers, our product development team includes UX specialists dedicated to usability.

Our in-depth user testing with learners, administrators and members of the public means learner needs are at the heart of every interaction. Analysts are saying our approach is unique.

In independent usability lab tests, Kallidus Learn achieved 92% completion rates across 17 different tasks and was described by learners as friendly, easy, appealing, fresh and clear.

The end result is a fully responsive solution enabling learners to access personalised learning when and where it suits them.

Any task is simple to complete in just a few clicks.

Learners can see exactly what they need to do next and can plan accordingly to make the most of their time.

The consumer-grade browsing and search experience supports learners beyond their essential training.

A versatile 'lesson card' approach creates a 'Netflix style' experience and allows learners to easily monitor their progress through a course.

As well as being learner-centric, Kallidus Learn enables organisations to deliver on essential learning goals.

Want to see for yourself how Kallidus Learn engages learners?

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