Design Thinking: 5 Steps to Design Learner Experiences that Drive Business Results

**Learner Matrix and Persona Statements**

**Enthusiastic**
- I’m new, but I’m really eager to move my career forward. I’m willing to do or try anything to make an impact.
- New initiative? Pick me!

**Arrogant**
- I’m senior and I know it. I’m frequently requested to help with special projects. If I need to know it, I’ll figure it out.
- New initiative? I’m leading it.

**Overwhelmed**
- I’m fairly junior and am finding my place in the organization. I’m busy, distracted, and just trying to get through each meeting.
- New initiative? Next month is better.

**Complacent**
- I’ve been with the organization for awhile and I know what works and what doesn’t. I work hard and I would say that I’m comfortable in my role.
- New initiative? If I have to.

**Complacent**
- New initiative? If I have to.

**Learner’s Leader**
- The learner’s leader

**Leader’s Leader**
- The leader’s leader

**Organization**
- The organization

**The most important problem we are trying to solve for:**

**EMPATHIZE**
- Who are you?
- Who are your learners?
- What is their deal?
- What is their workflow?

**IDEATE**
- What could be done?
- What is unusual?
- What else is out there?
- What haven’t we tried?

**DEFINE**
- What kind of impact do we want to have?
- What is the problem we are solving for?

**PROTOTYPE**
- Let’s mock it up.

**TEST**
- Did it work?
- How did it work?
- Did learners like it?
- Did it address the problem?

**STOP**
- being a CRITIC

**START**
- being a CREATOR

**Design Thinking Process**

- **Define**
  - What kind of impact do we want to have?
  - What is the problem we are solving for?

- **Empathize**
  - Who are you?
  - Who are your learners?
  - What is their deal?
  - What is their workflow?

- **Ideate**
  - What could be done?
  - What is unusual?
  - What else is out there?
  - What haven’t we tried?

- **Prototype**
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**Wireframe**
- Rough cut in Storyline

**Storyboard**
- Sample pathway in platform

**Comic Strip**

**Minimum Viable Product**

**Get Data**
- Download resources and short webinars diving into each of the Five Steps to help you get started.