VII EDYCJA E-LEARNING FUSION
DIGITAL LEARNING & training market
CONFERENCE & EXHIBITION 2023

NEW

14-15 Listopada 2023
WARSZAWA

Wil Procter

Global Director – Performance Consultancy, Nazaré

Zaprezentuję temat:

Getting started with data-informed learning design

Organizator:

E-LEARNING FUSION 2023

Organizator: Digital Learning Centre

iPro UNUSUAL E-LEARNING

iPro VR IMMERSIVE E-LEARNING

TALENT CHASE

Pearson

goFLUENT

udemy

cornerstone

goodhabitz online training

ispring

eConsulting

AKADEMIA LEONA KOŹMIŃSKIEGO

PICO

AKADEMIA FINANSÓW I BIZNESU VISTULA

British Embassy Warsaw

PRZEDSIEBIORCY.PL OGÓLNOPOLSKA FEDERACJA PRZEDSIĘBIORCÓW I PRACODAWCÓW

MY COMPANY POLSKA

Bank Polski

Let's Fintech

e-mentor www.e-mentor.edu.pl

NO FLUFF JOBS™

CoachWise™

Polska Izba Firm Szkoleniowych

monitor rynkowy

GAZETA MSP gazeta-msp.pl Praktyczne strony biznesu

hr polska PORTAL BRANŻOWY

B2B biznes2biznes.com Spójrz na biznes z naszej strony

Nazaré

Wil Procter – Data and learning guy

The data tools I have

The data tools I use

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

Who is in the room?

Internal L&D?

Agency consultants?

Product people?

Education (School / College / University) ?

Why do people come to **you**?

I need you to help me...

- design a module or training day
- update a module
- come up with a neat way to explain something
- teach people to do something
- change the way people do something
- deliver on my business goals

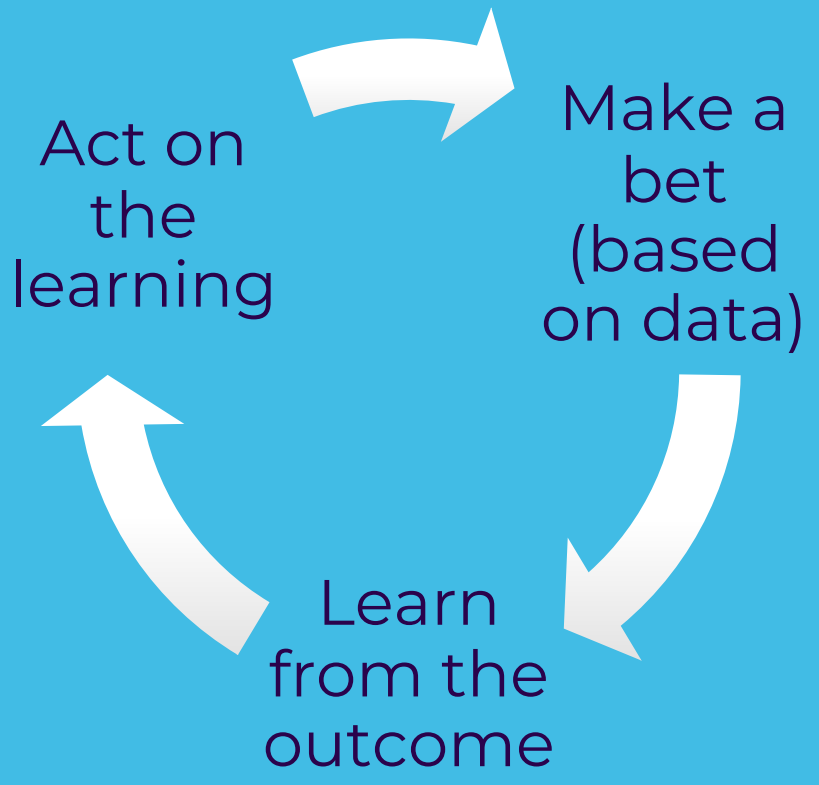
Your solution is an informed bet

- As an expert, you need to make a best bet at a solution
- To make a good bet, you need the right data
- And realise that you might be wrong

“Life is poker, not chess.”
- Annie Duke

Nazaré

What is data-informed learning design?



© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

But I don’t have access to data…

01

Start with what you *do* have

02

Be clear with what else you want and why

03

Show people what you can do with it

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

But I don’t have access to data…

01

Start with what you *do* have

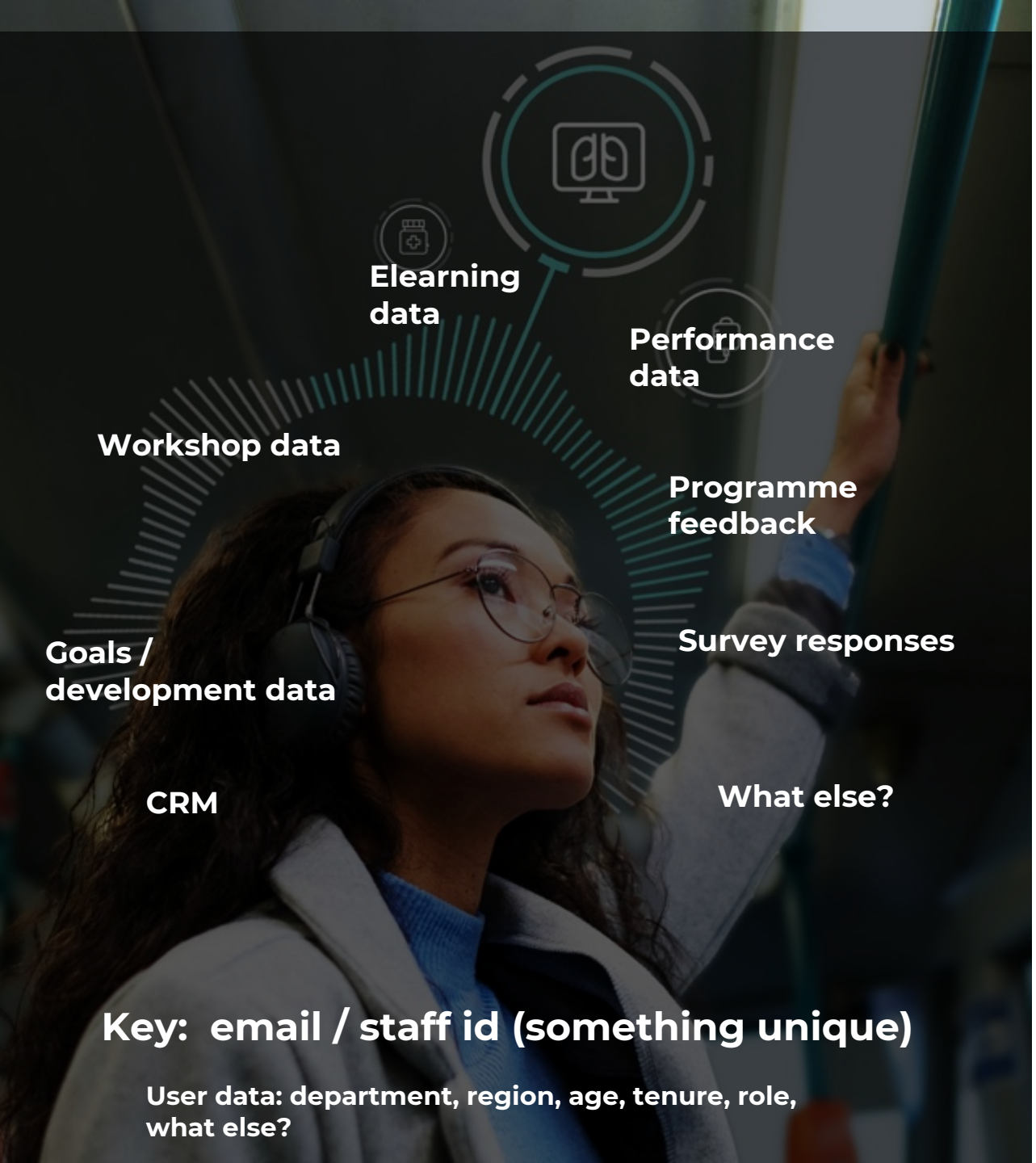
02

Be clear with what else you want and why

03

Show people what you can do with it

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission



Nazaré

Create a joined-up view of your audience

Elearning data

Course name	Completion	Date	email
Ideation 101	60%	24/10/23	me@example.com

Workshop data

email	Ideas contributed
me@example.com	7

Using your key:

- In Excel / Google Sheets: **VLOOKUP**
- In MS BI: **MERGE / APPEND queries**
- In Tableau / SQL: **INNER JOIN**

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

What works now?

At:

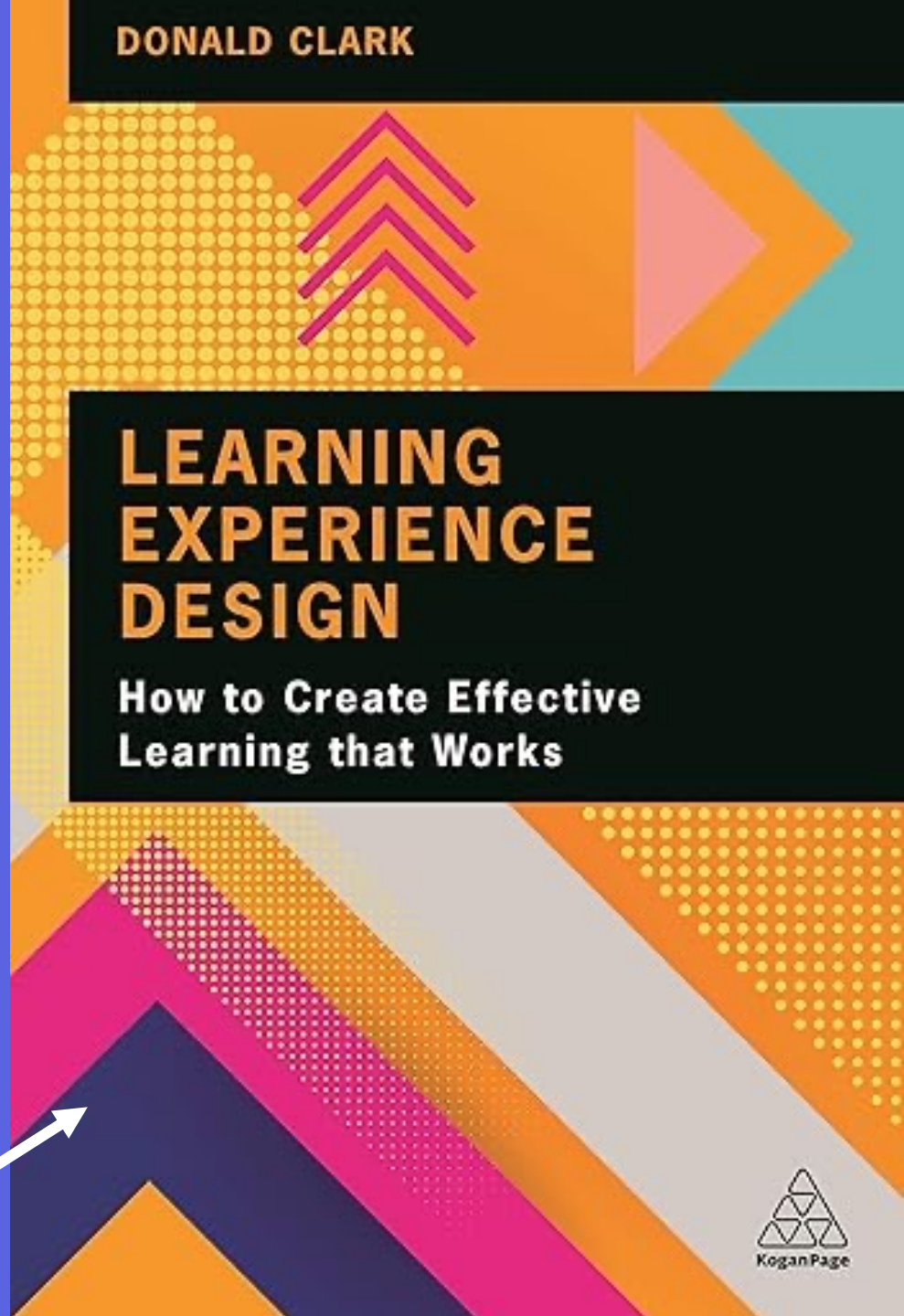
- Programme / business level
- Intervention level
- Interaction level

What works **elsewhere?**

Stand on the shoulders of giants with:

- journals / studies
- conferences
- books (remember them)

If in doubt – read this



Nazaré

But I don’t have access to data…

01

Start with what you *do* have

02

Be clear with what else you want and why

03

Show people what you can do with it

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

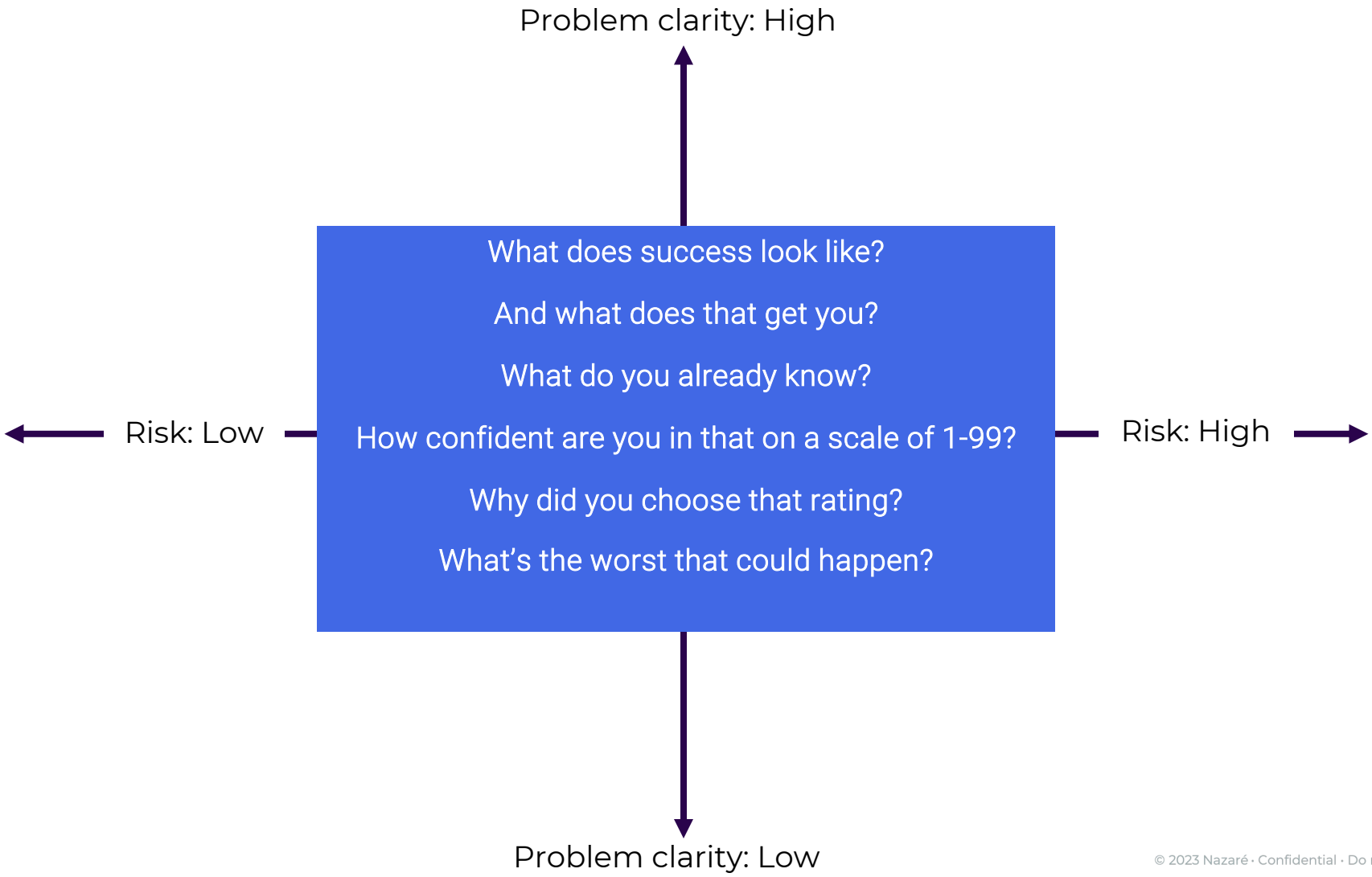
Getting the data you want is like **coaching someone to peel an onion**

‘Yes, and…’

Not ‘No, but…’

Nazaré

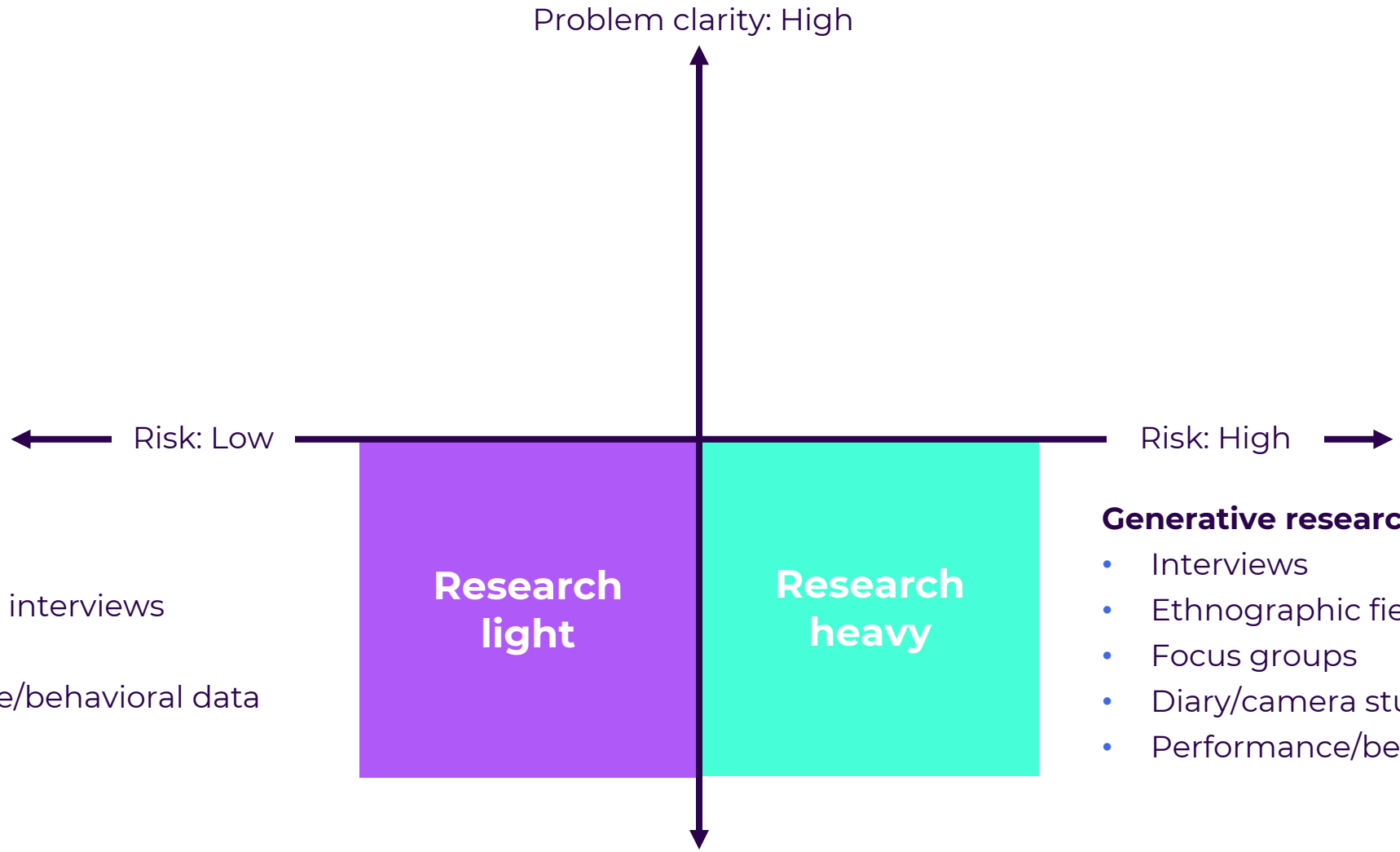
What other data do I need and why?



© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

Problem space – Making the right bet



Lean research

- Surveys
- Lightweight interviews
- Card sorting
- Performance/behavioral data

Generative research

- Interviews
- Ethnographic field studies
- Focus groups
- Diary/camera studies
- Performance/behavioral data

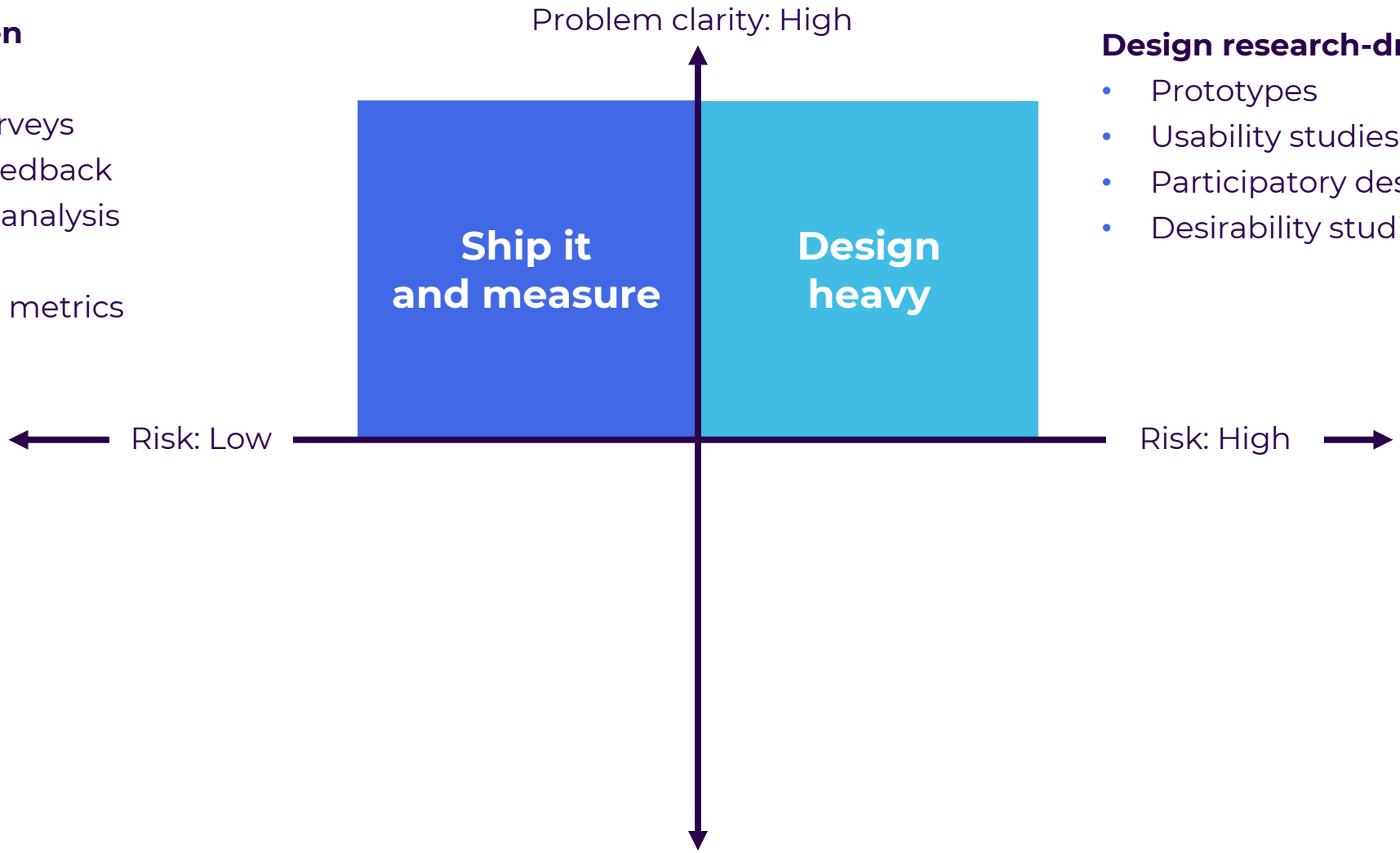
Based on prioritization framework used by Pendo and shared by Jeanette Fucella

Nazaré

Solution space – Is it going to work?

Analytics-driven

- A/B tests
- Intercept surveys
- Customer feedback
- Clickstream analysis
- Eyetracking
- Other usage metrics



Design research-driven

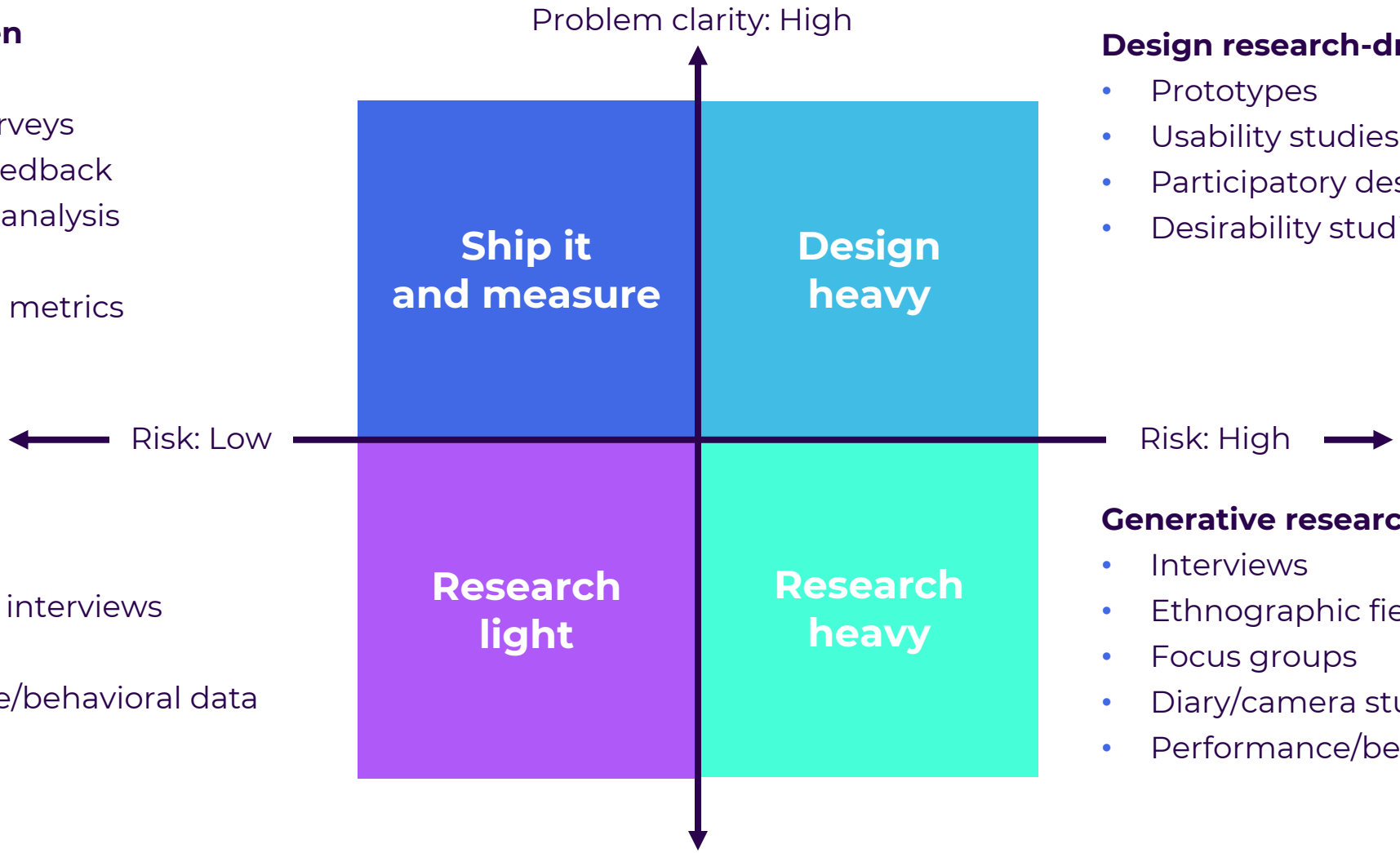
- Prototypes
- Usability studies
- Participatory design
- Desirability studies

Based on prioritization framework used by Pendo and shared by Jeanette Fucella

Nazaré

What additional research do I need?

Analytics-driven
- A/B tests
- Intercept surveys
- Customer feedback
- Clickstream analysis
- Eyetracking
- Other usage metrics



Design research-driven
- Prototypes
- Usability studies
- Participatory design
- Desirability studies

Lean research
- Surveys
- Lightweight interviews
- Card sorting
- Performance/behavioral data

Generative research
- Interviews
- Ethnographic field studies
- Focus groups
- Diary/camera studies
- Performance/behavioral data

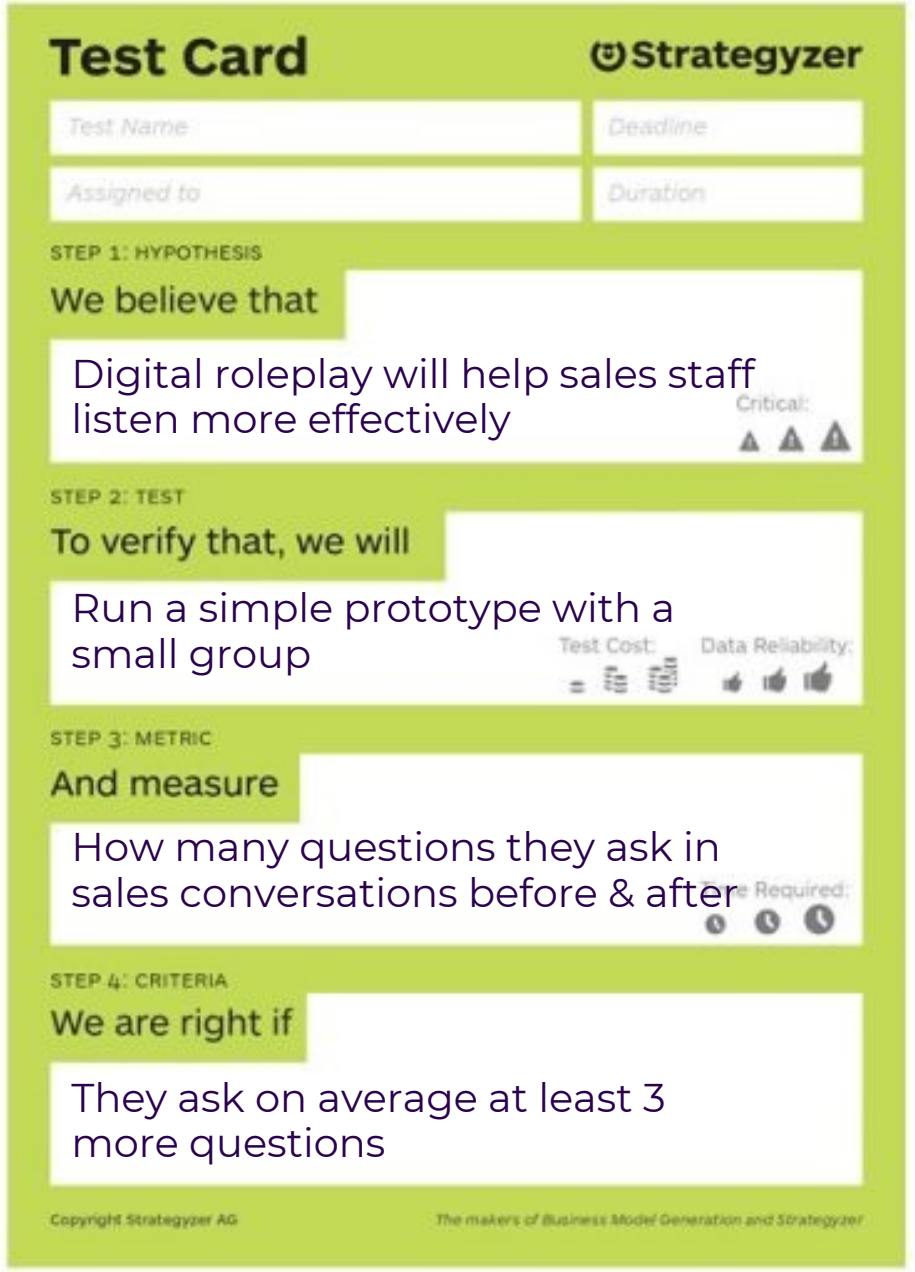
Based on prioritization framework used by Pendo and shared by Jeanette Fucella

Think in hypotheses

What do you expect to happen?

How will you measure it?

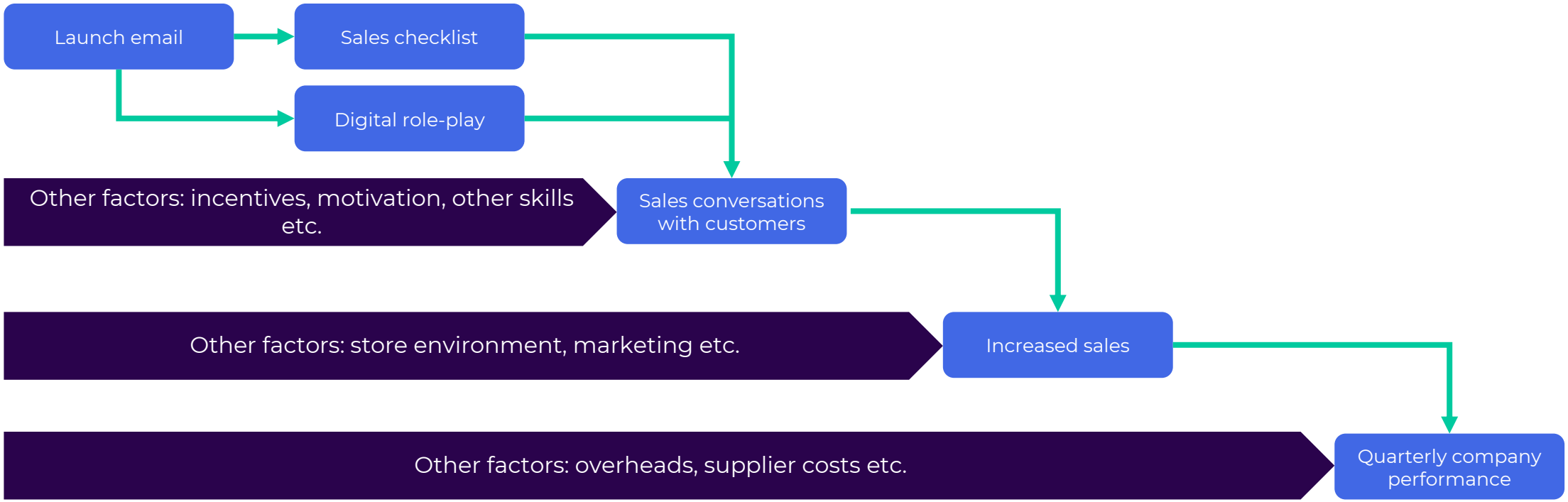
What does success look like?



Strategyzer Test Cards available to download at:
https://www.strategyzer.com/blog/posts/2015/3/5/validate-your-ideas-with-the-test-card

Nazaré

Zoom in and out – and be aware of other factors



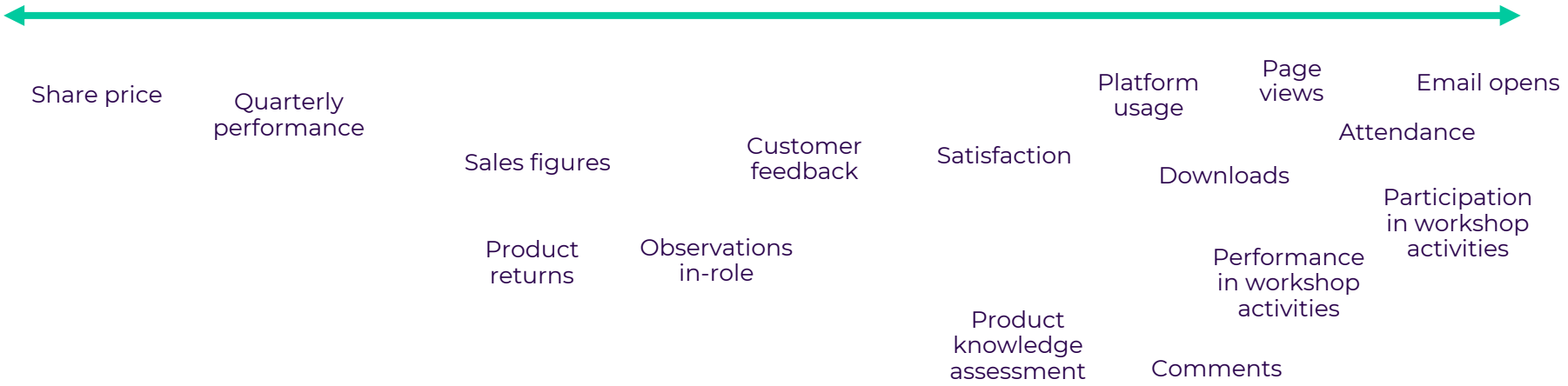
© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

Look at leading *and* lagging indicators

Lagging indicators
Show what worked
More contributing factors
Harder to control

Leading indicators
Predict what will work
Fewer contributing factors
Easier to control



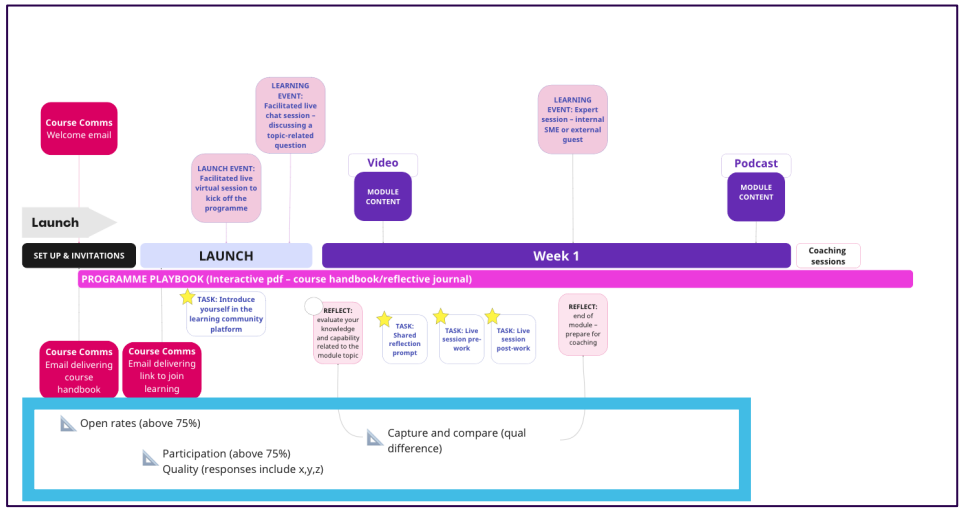
© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Put hypotheses and measures somewhere useful

Storyboard / lesson plan

Timing	Activity instructions	Expected behaviour / design logic	Materials
15 mins	Put participants in groups of 5. Explain the activity: - You have 10 minutes to come up with as many ideas as possible - The winning group is the one with the most ideas, regardless of quality - Write each idea on an individual	Participants come up with more than 15 ideas per group Ideas are in an appropriate format for the next activity Ideas incorporate elements from earlier in the session At least 3 ideas will be of value to the	Sticky notes, pens

Service map



Project documents / dashboard

Country	User count	Average app logins per user per month	Average % deals closed	Customer satisfaction (1 bad -10 excellent)
Sweden	900	15	25%	8
France	12,000	9	20%	8
UK	70,000	9	18%	7

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

But I don’t have access to data…

01

Start with what you *do* have

02

Be clear with what else you want and why

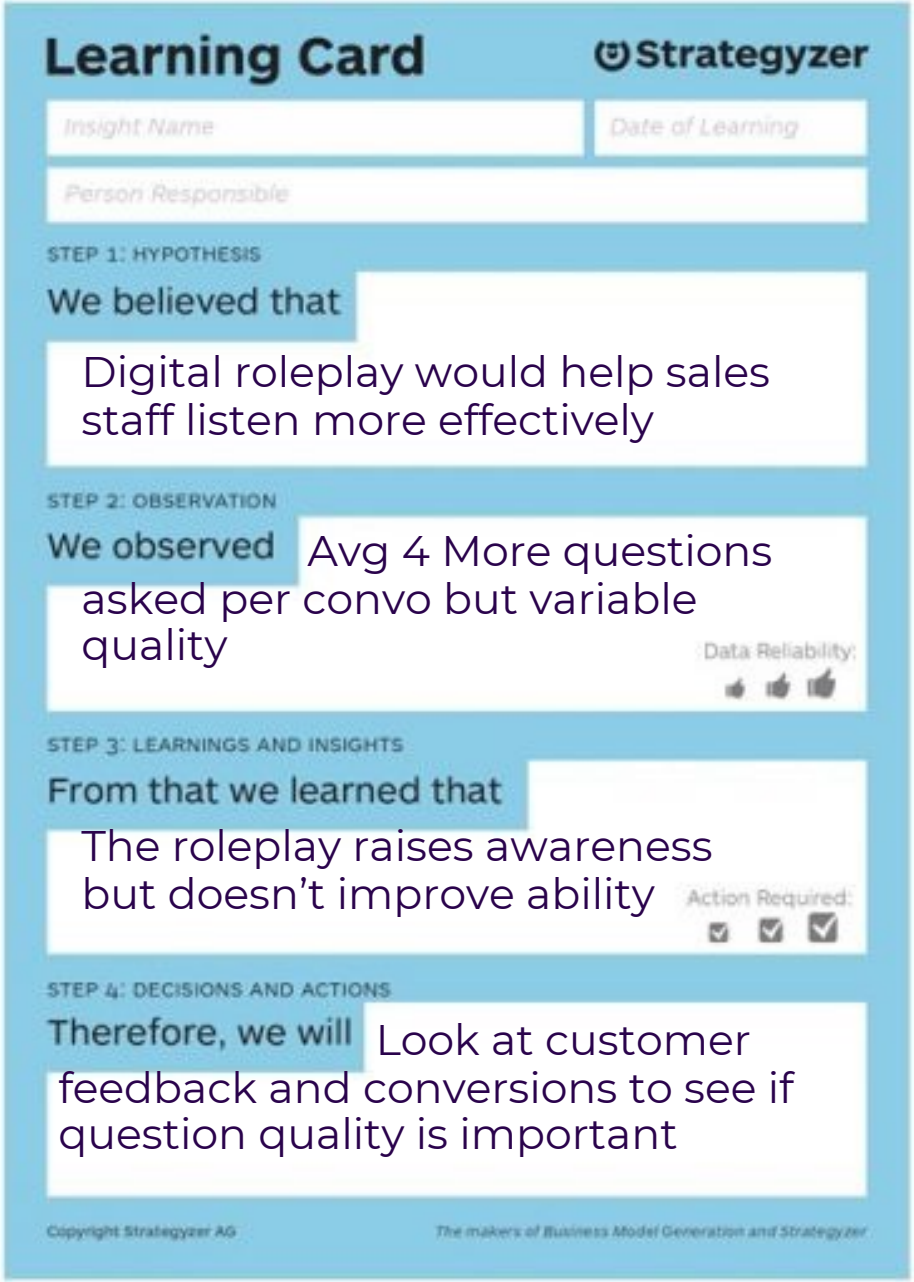
03

Show people what you can do with it

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Return to your hypothesis

- What did you expect to happen?
- What *actually* happened?
- What did you learn?
- What *else* did you learn?



Strategyzer Learning Cards available to download at:
https://www.strategyzer.com/blog/posts/2015/3/5/validate-your-ideas-with-the-test-card

Nazaré

Roll up data, insight, recommendations

Test	Open rate	Clickthrough rate
Launch email (no manager CC, no signposting)	25%	10%
Launch email (manager CC'd, no link signposting	50%	10%
Launch email (manager CC'd w. link bold and instruction)	50%	70%

500 emails per test, randomized by role, and geography

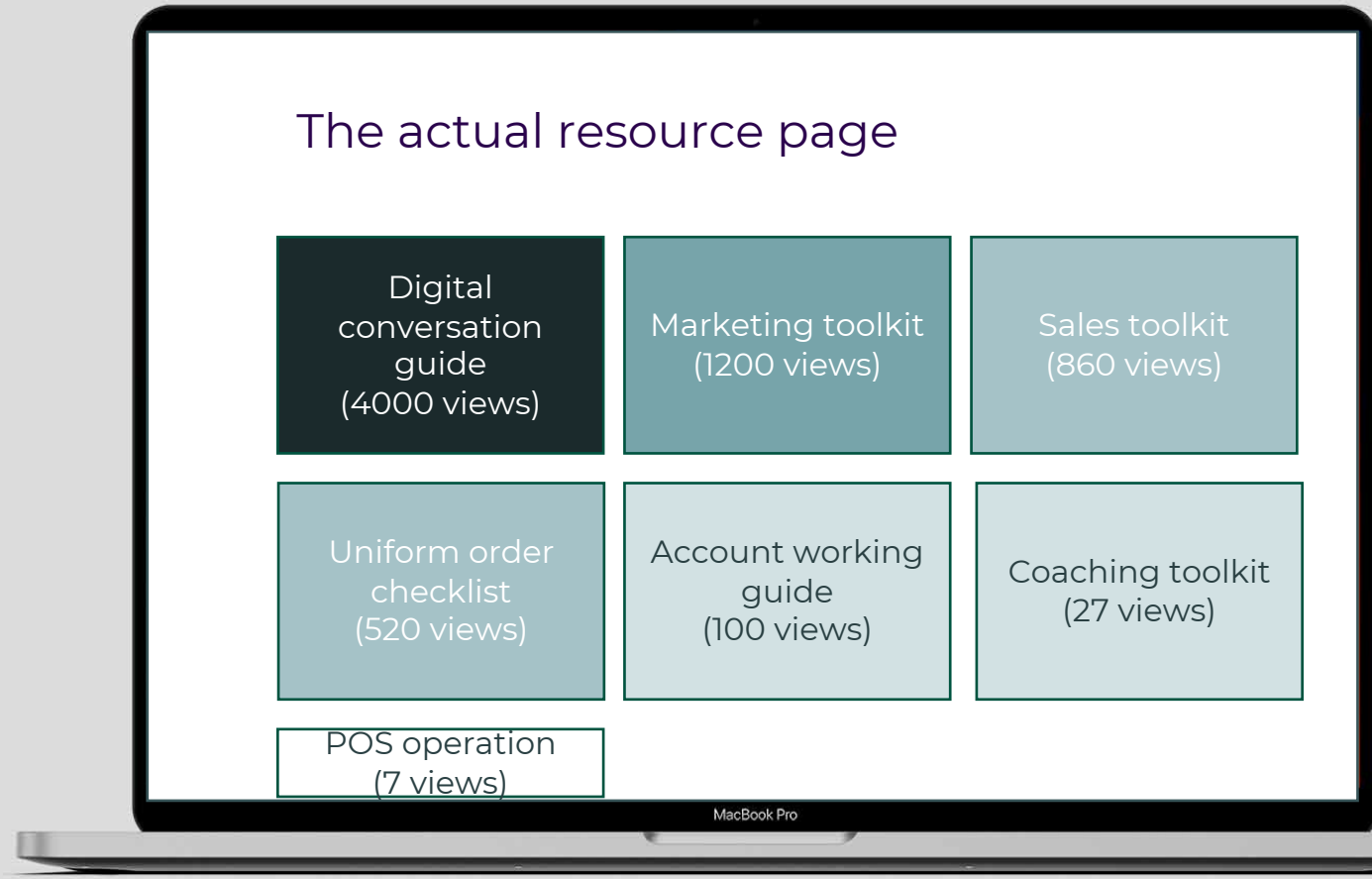
People are more likely to open with manager CC'd – Leverage perceived importance to increase open rates.

People find it difficult to notice links in emails – Make them easy to see and understand.

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Visualization can help

Resource	Monthly views
Digital conversation guide	4000
Marketing toolkit	1200
Sales toolkit	860
Uniform order checklist	520
Account working guide	100
Coaching toolkit	27
POS operation manual	7



Nazaré

Secret trick to get all the data you need

Country	User count	Average app logins per user per month
Sweden	900	15
France	12,000	9
UK	70,000	9
India	40,000	8
Australia	10,000	7
USA	160,000	3

Sales simulator app performance (Jan)

Show the gaps!

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

Look for insight – ask more questions

Country	User count	Average app logins per user per month	Average % deals closed	Customer satisfaction (1 bad -10 excellent)
Sweden	900	15	25%	8
France	12,000	9	20%	8
UK	70,000	9	18%	7
India	40,000	8	18%	7
Australia	10,000	7	10%	7
USA	160,000	3	10%	3

~~**The app worked – more apps for everyone!**~~

Q: What was different?

A: Face-to-face app launch event

"The app was useful – once I figured out how to download it"

Q: Can we see the same data for before the app launched?

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

Look for insight but be aware of limitations

Country	User count	Average app logins per user per month	Average % deals closed	Customer satisfaction (1 bad-10 excellent)
Sweden	900	15	25%	8
France	12,000	9	20%	8
UK	70,000	9	18%	7
India	40,000	8	18%	7
Australia	10,000	7	10%	7
USA	160,000	3	10%	3

"Great service – loved the personalized conversation"

"The free t-shirt made me feel really special"

"WHAT? NO T-SHIRTS LEFT??!!! 😡 😡 😡 😡 😡 😡 "

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

Now I have access to data...

01

Start with what you *do* have

(Now you have more!)

02

Be clear with what else you want and why

03

Show people what you can do with it

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

Thank you

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission

Nazaré

Inizio Engage

© 2023 Nazaré · Confidential · Do not copy or disseminate without permission