The Critical Role of LX Design in Successful Online Learning with Higher Learnability and High ROI.

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Abstract.

In online learning mode rather than all students to look at on one board and listen to the teacher, the teacher points the learner to rich learning resources. The teacher is supposed to support student learning experience rather than dictating. Student learn by building and following own learning maps. Learning experience is the weakest link of online learning. If learner cannot learn through platform all is lost. Too often virtual learning mode fails because it doesn't offer learning experience learner needs. There is need of mindset change of instruction designer with extreme focus on learning experience. Qualitative learners research result in maximum impact on learning and broader organizational goal.In this paper we have discussed some of the aspects of LX design research and proposed a LX design thinking framework which may leverage to achieve optimal Learning Experience which makes Online Learning a stellar.   **Keywords:** Learning   Experience   Design,   Adaptive learning,Learning analytics.

Introduction.

Online learning mode is learn anytime anywhere.In this mode instructor does not stand and tell students but delivers a learning experience.Both learner and instructor do not talk to each other rather they talk to devices they phub.Instructor present resources and design an experience using power of empathy so that learning is enjoyable and comprehensible. Institutes of higher education are increasingly using Online mode of education.There is massive momentum behind investment in Online learning. Number   of   students   enrolling   is   rising exponentially. Despite rising number of enrolment number   of   completion   rate   is   low. There is storm of Internet of Things for Online Learning.Combination of technologies like augmented technology,virtual reality,streaming, interactive videos,gamification,collaboration tools etc and cutting edge equipments offer brand new modes of knowledge sharing and content development and content delivery through swarm intelligence.However all investment in technology are wasted if learners can't learn effectively.There is   need   to   match   technology   to   learners convention.Personalized learning can be game changer it gives competitive edge. Personalized, adaptive   and authenticated learning serve up ultimate   Learning   experience   and   engages learner.Understanding and research of the learners before designing instruction create preattentive experience and built a spatial relationship which will make all learners successful. Selection of right authoring tool can setup content to adapt individual needs and keep learner hooked beyond attention drops.The importance of Learning Experience Design in impactful Online Learning, Essential Elements of Learning Experience Design and how to create a great impactful Learning Experience and Future Research in the field of Learning Experience Design and possibilities are discussed.

Learning Experience

Learning experience is user experience a human centred service design methods in Online education. Learning Experience is how learner feels while interacting with all learning resources, activities and system associated with it. Learning Experience is how to deliver preattentively knowledge and skills to the learner effectively through technology with minimum mental hazard and avoid inaction and confusion..A online learning experience must support   connectivity,mobility, localization,microlearning,authentic learning and more.Voice interaction is best feature of face to face learning but not that smooth in the face to screen mode of learning. So rather than merely designing user interface there is a need to design a voice user interface VUI.Voice interaction is more effective rather than screen fatigue.It is important to know how learners are using their voice.Designer should

see how learning flow can be improved with voice interaction.Designer should consider all variations of utterance.Any program is as effective as its softest link.In virtual Learning softest link happens to be LX. To deliver Online Learning successfully we must ensure an impactful Learning Experience. Great LX is learner centred design designed with learners need and empathy in mind. It needs dedicated LX designer.Focus on Learning Experience enables design to be focused on Learner.Learners expectations are changing every but there are core expectations consistent learning, responsive mechanism,differentiating experience that appeals to every unique learner and a simple path to access and consume content.The learning experience touches all potential points of learner's journey.To ignore learning experience is to ignore learner.Learner experience design is key metric of success.

Learning Experience Design thinking and Research Learning Design research is not new it has been practiced in traditional teaching learning implicitly by good mentors but in online mode it is a separate

work process for understanding the learner, challenge assumptions and identify alternative strategies and solutions that might not apparent at initial level of understanding.Instructional Designer conduct research, analyze and inform the development team monitor the development process.Iteratively data is collected from learner experience which provide insight about what is working and what is not.What is meeting learners needs and what not. Exploratory analysis is done through visualization to understand what information to present learner and what not. As a result can create LX that get better and better.Once the control of learning experience is in the hands of the learner they will love learning.This is called adaptive learning. Adaptive learning platform has database to know what Learner has learned and It always look for room where learner has not mastered yet thus work on improving. By recording learner actions crucial understanding of learner is gained it allows to make preemptive modification. Instructional designer can design around well researched standards.Like "recommendations for you" tab popping content based on browsing history which leads personalized feeling avoiding information overload providing just-the_right information.Exploring all established

and rising Learning technologies available to learner to create multifaceted Learning experience.

Learning Experience Design Methodology.

1. Empathize the learner, review the learners their educational background analyse the data. Understand custom, convention and language & dialects.Understand how composition of learner's community taking minimum denominator segment them into groups.
2. Define. Fix the learning objectives, preferences, technical limitations, information or skill set learners want to acquire.Which methods are suitable for the learning needs.
3. Ideate. Craft innovative an idea by challenging the assumption.
4. Prototype. Amalgamation of all the work is called prototyping..Prototyping is the mechanism to simulate online learning platform.
5. Testing. Learning experience testing.Give control to learner.Allow learner to choose different learning paths. Collect the data during interaction perform data analytics derive results . Give results to instruction designer to reengineer the model.

Results

This process is not directly concerned with final output but rather enabling to make right timely decision what form of representation might be best for the learner. Effective design may have a number of digital components and systems involved. By understanding learner's need, the component to be served and the relationship in component as well as kind of model required the instructional designer can deliver model which meets those needs.Result shows that a well designed course takes 60% less time than traditional classroom. On the other hand poorly designed courses have more than 75% of drop out. Measuring current technology landscape impact and choosing what works and what doesn't work has great has great impact on both learnability and return of interest. If timely decision is taken subject expert can offer clarification immediately

the average response time reduces to seconds even help struggling students.Segmentation of learner in different group and different level set and design for different group resulted in learner from backseat to more immediate responder. Implementation of 70:20:10 model facilitate social communication between learners and others which equips them with the world of flux. Learnability measurement have compelling body of evidence results painted varied picture of student learning outcomes. The learning outcomes can be beyond 100% if learning design is strong navigating tool to support learner.

Takeaway and Future Research.

The key fact emerged out of discussion is LX design is jugular nerve of any Online learning platform. Research results demonstrate persistence,good pedagogy, supplementing technology all ruin if LX design is not adaptive. From adaptive LX design an environment of greater expectations can combine to elicit better performance from learners.It opens more

than one front of research. Data Mining and Machine Learning which are extensively used and gaining popularity in various fields can be used to analyze data generated during online

Interaction.Research on advance evaluative methodologies of LX design. Algorithmic adaptivity is one more novel field of meaningful research in the field of online learning.

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