



Learning Channel(s) analysis

For Michael Meiers - September 2022



Summary

1. Context
2. LC#1 Qualité et satisfaction client
3. LC#2 Bids & Projects
4. LC#3 Standards & Norms
5. Quickwins

1. Context



1. Context



Context

- Following my previous Learning Channel UX analysis presentation, Michael Meiers contacted me by mail requesting that I'd analyze several learning channels from a UX point of view.



Objective

- Deliver a clear UX/UI diagnostic of the following Learning Channels:
 - Qualité et satisfaction client
 - Bids & Projects
 - Standards and norms



Analysis

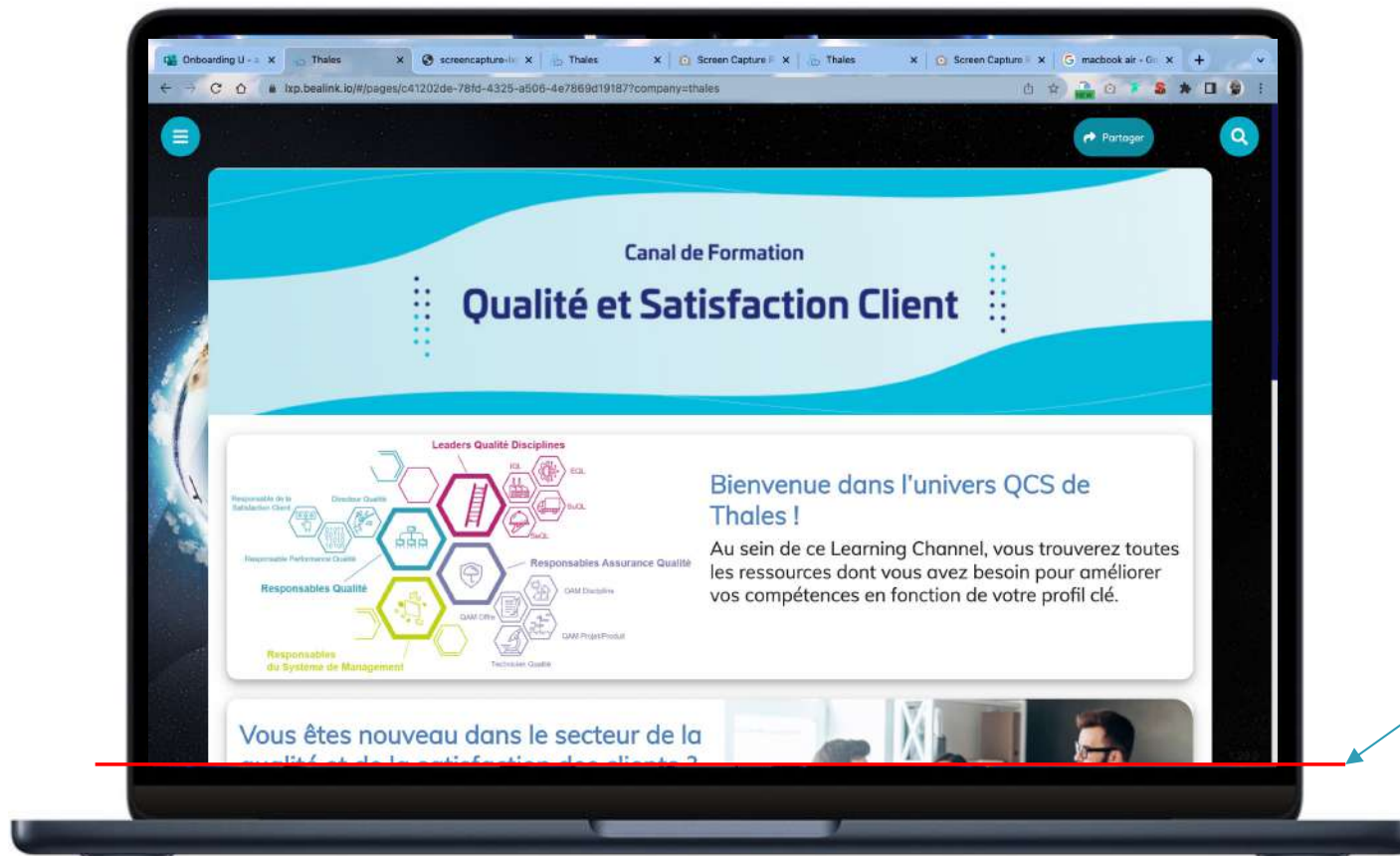
- The analysis was made using a standard 13 inch screen (Chrome/ Macbook air)

2. LC#1: Qualité et satisfaction



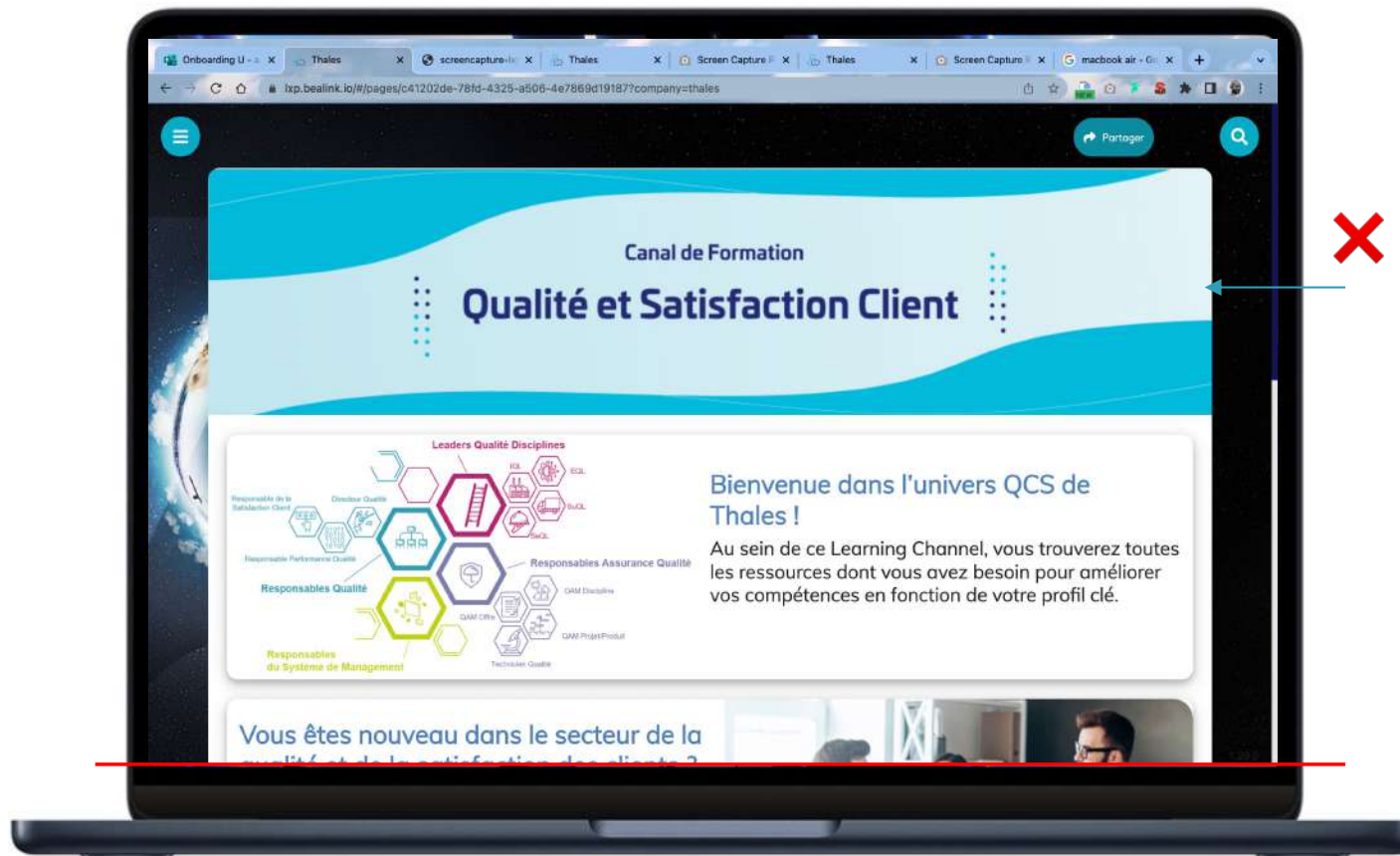
The fold on a 13'' screen

LC#1: What the user sees above the fold



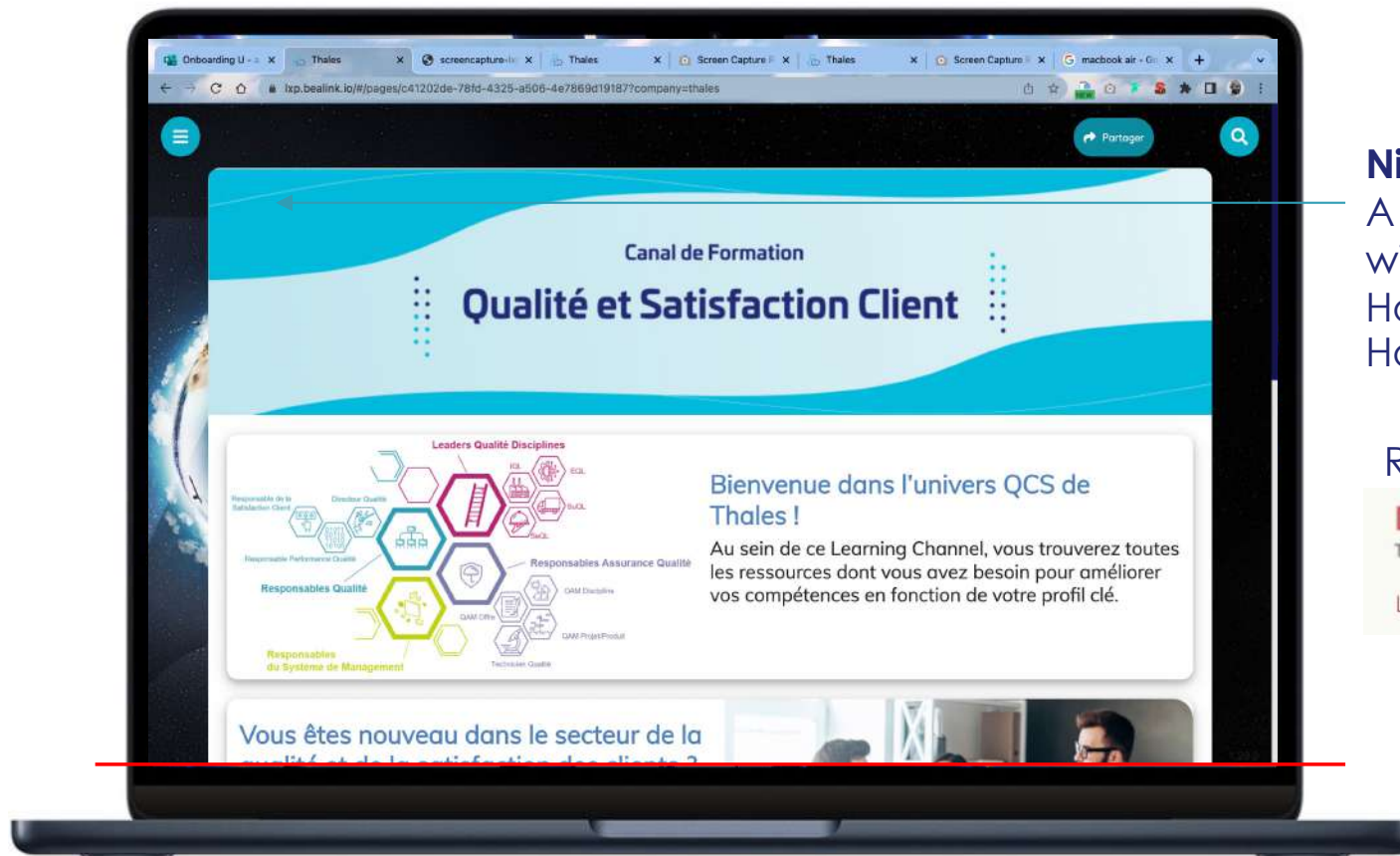
The fold on a 13'' screen

LC#1: What the user sees above the fold



✗ The title takes up nearly a third of the screen. We can consider that the user knows where he/ she has Landed (not necessary to use Up so much space to remind Them)

LC#1: What the user sees above the fold



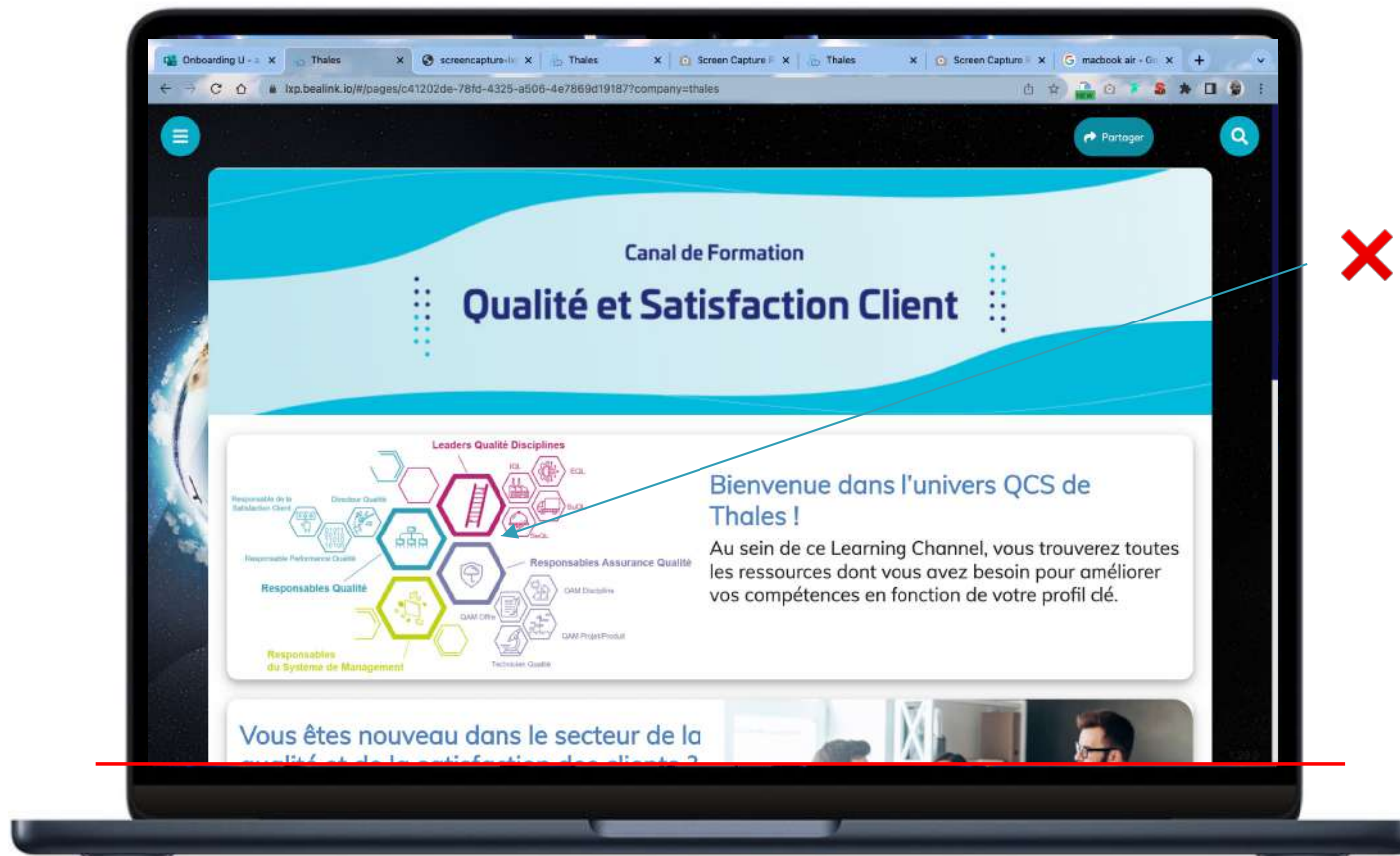
Nice to have: Breadcrumbs
A clear view of the navigation with a direct access to the LC Homepage.
Homepage > Qualité et Satisf...

Real life example:



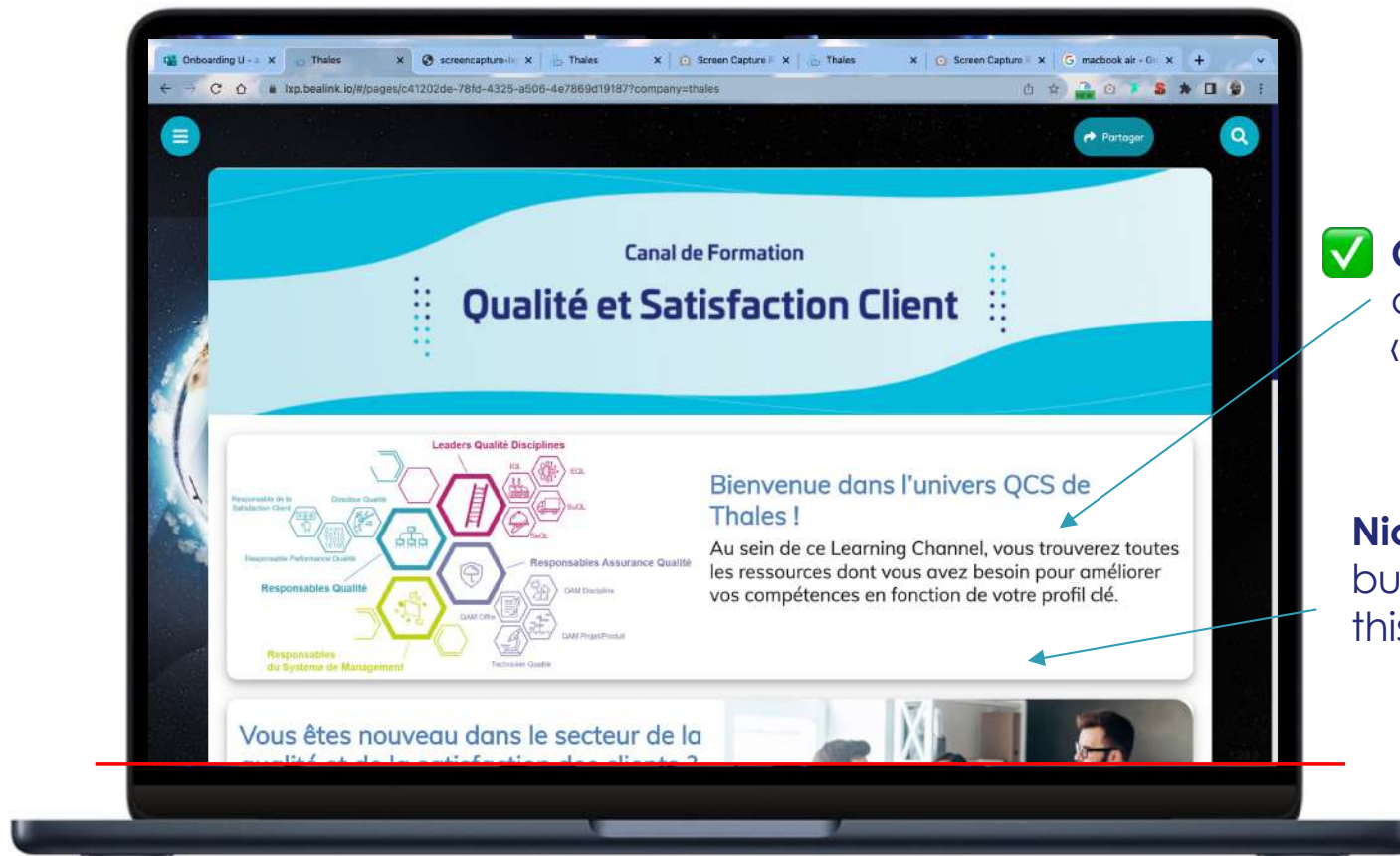
The user can always go back to the homepage if necessary

LC#1: What the user sees above the fold



✗ Text font a bit small in comparison with the other text. Could make reading experience difficult.

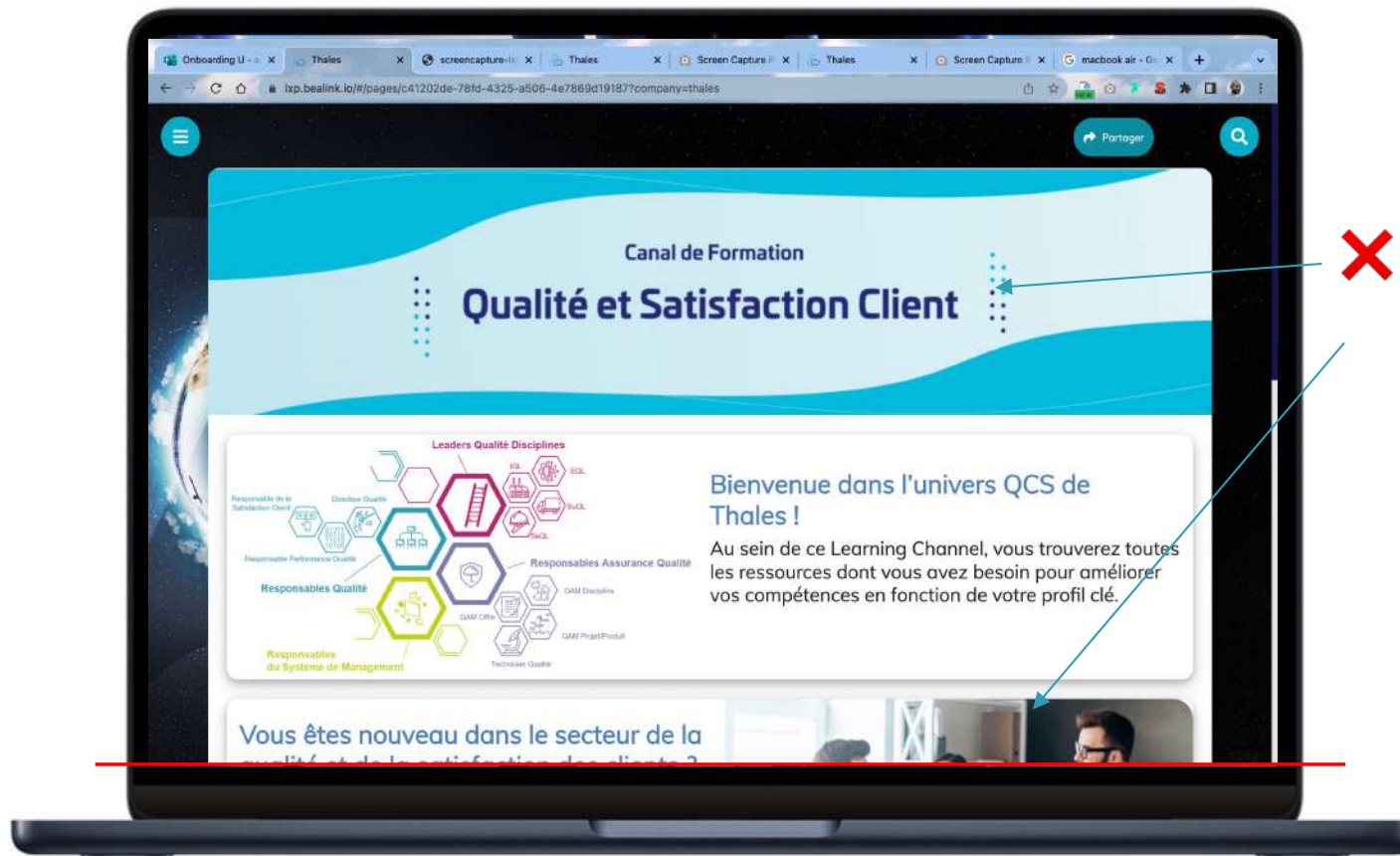
LC#1: What the user sees above the fold



✓ **Good descriptive**
answering the question:
« What's in it for me? »

Nice to have: A call 2 action
button – but not necessary in
this case

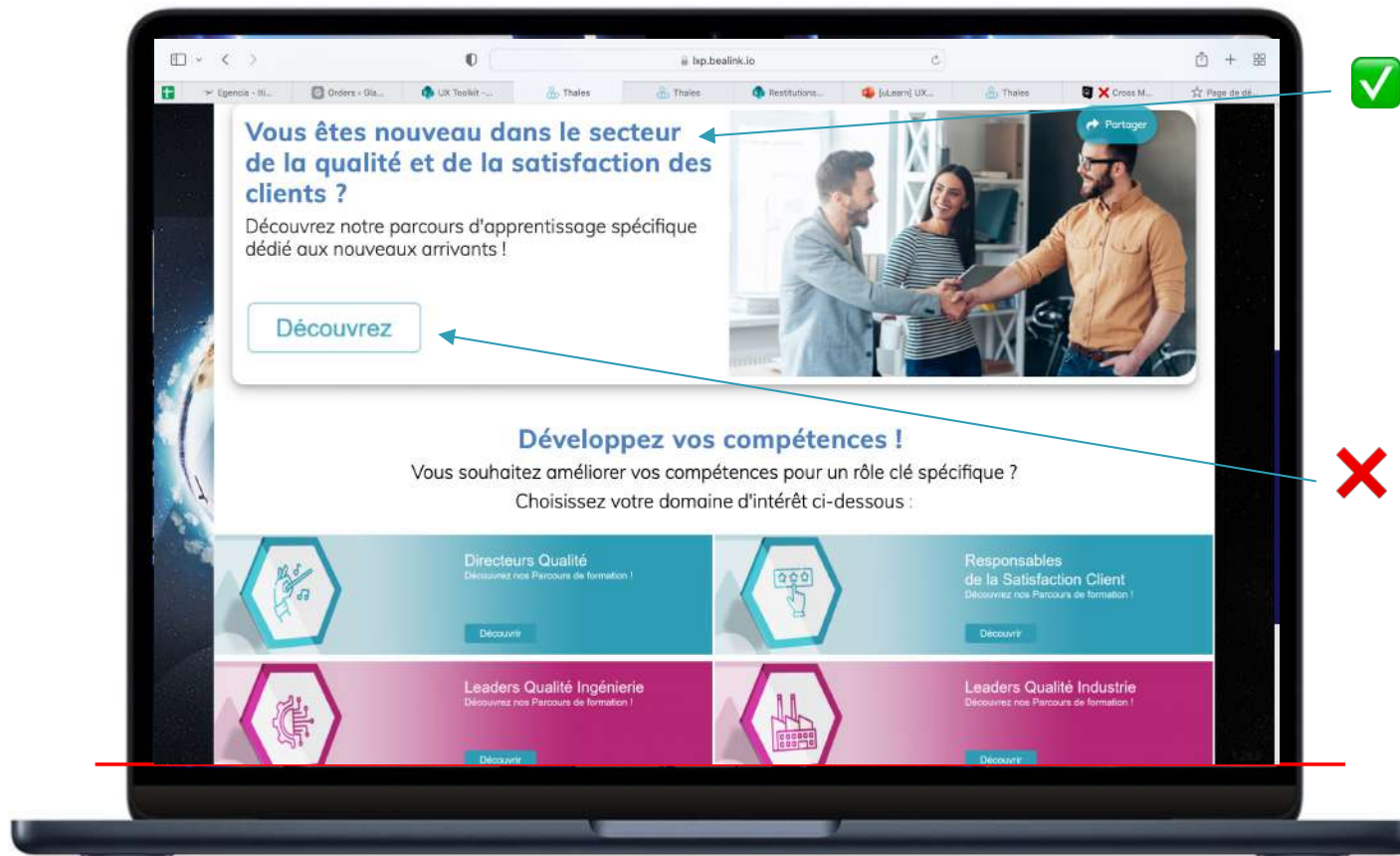
LC#1: What the user sees above the fold



❌ Too much Important content **BELOW** the fold:

- The user grants 8 seconds to make a decision to engage or not with the LC.
- Because of the title, engaging content is hidden.

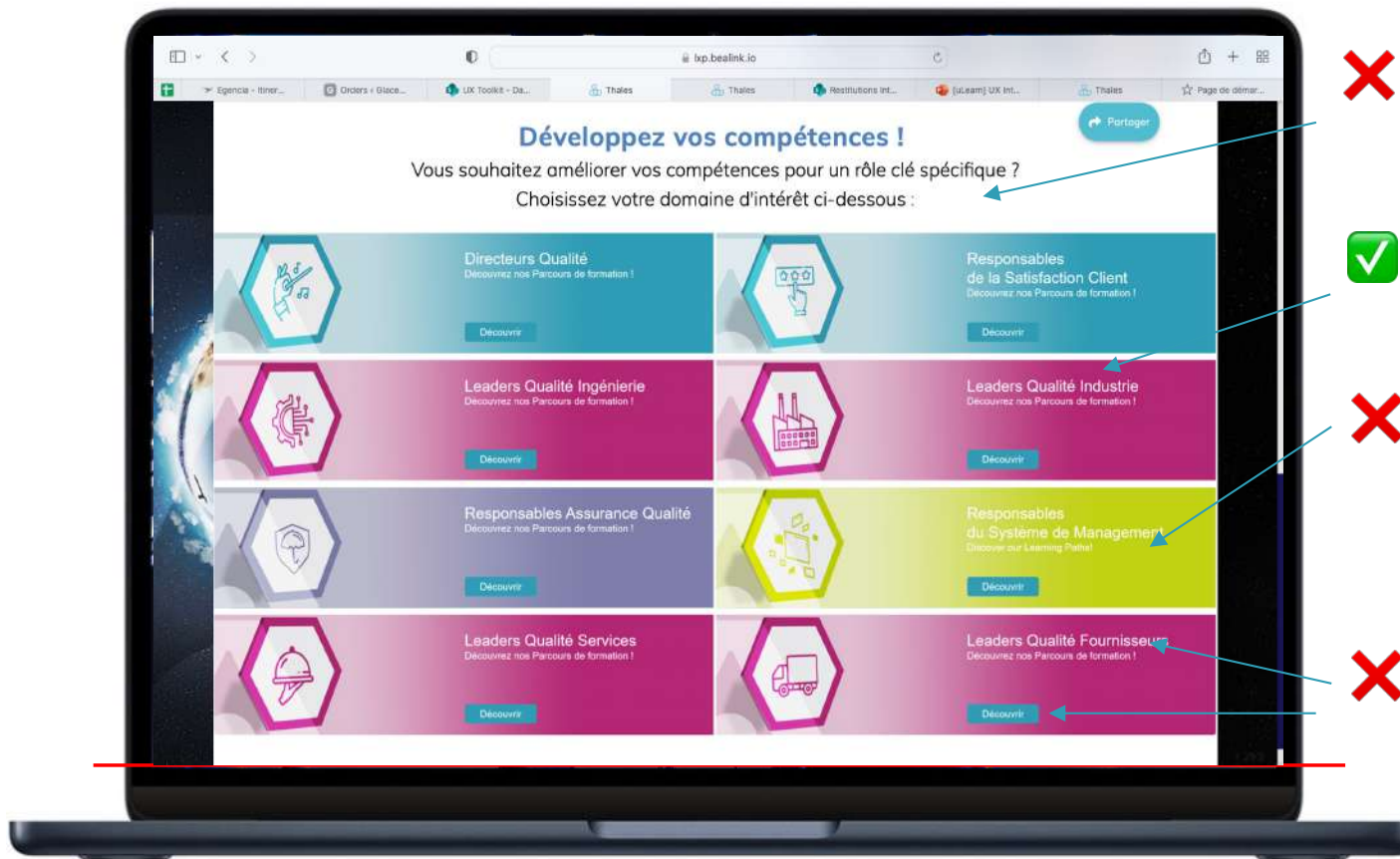
LC#1: What the user sees below the fold (after scrolling)



✓ Engaging copywrite

- ✗
- Call to action too low on the screen.
 - Copywrite could be sexier: « What's in it for me if I click? »

LC#1: What the user sees below the fold (3rd scroll)



✗ 3rd scroll to view purposeful content

✓ Appealing graphics

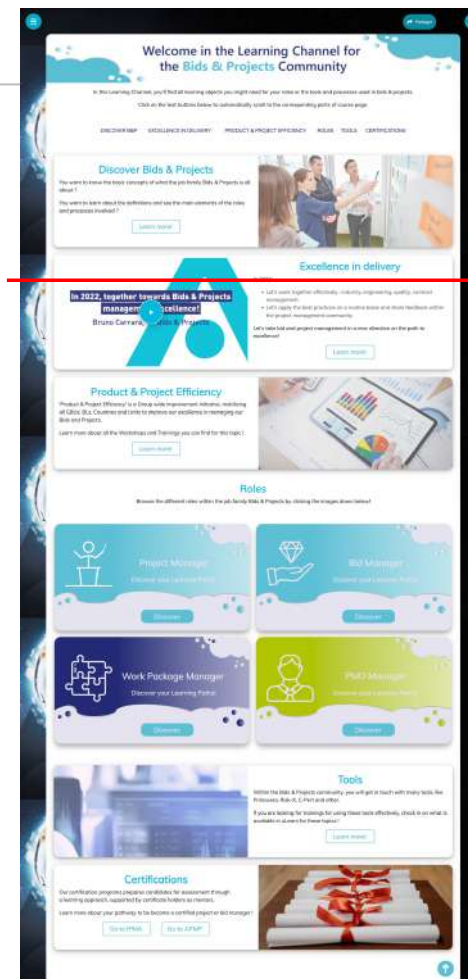
✗

- Font too small
- White on light green makes reading difficult

✗

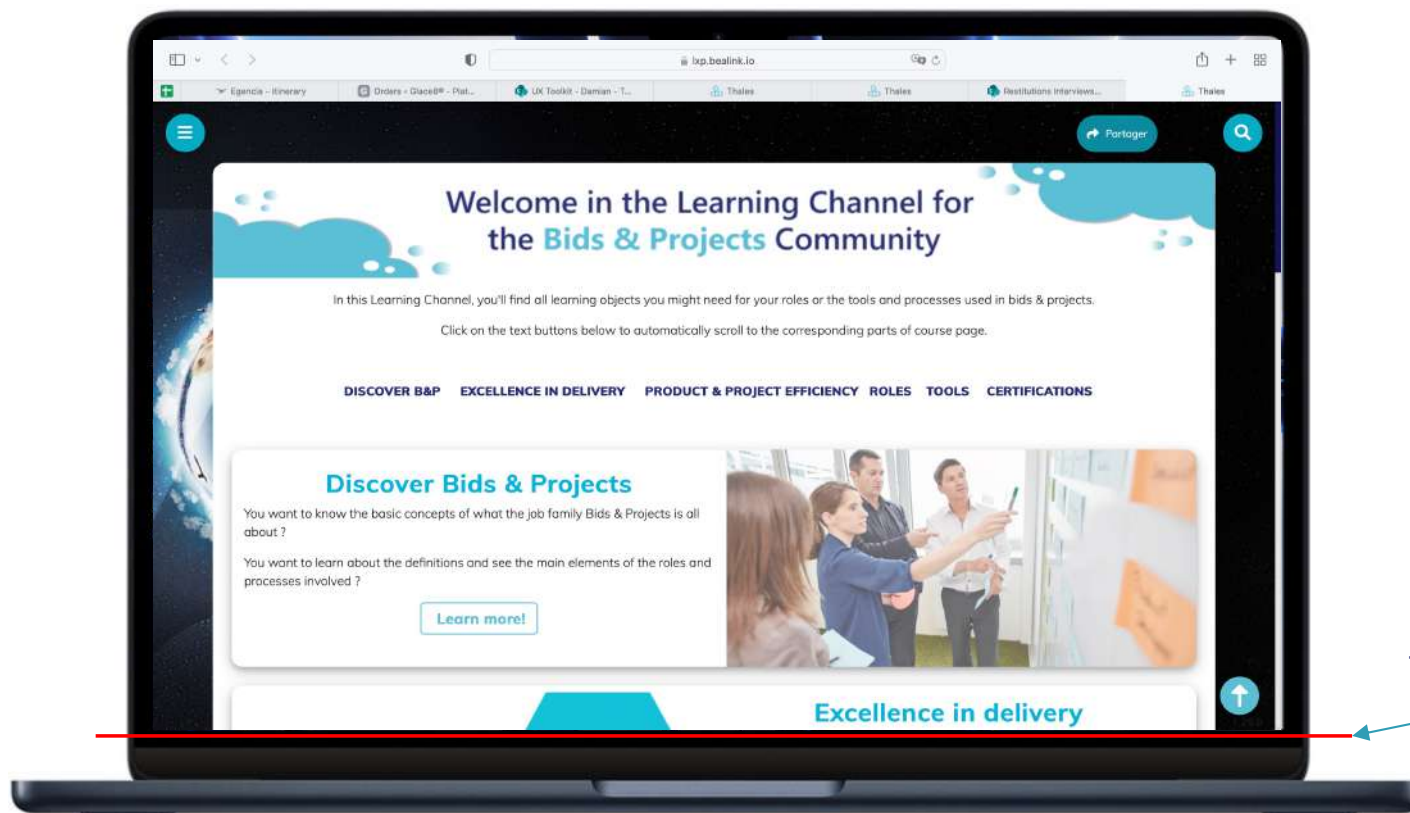
- Repetitive call to actions
- Copywriting not sexy enough

2. LC#2: Bids & projects



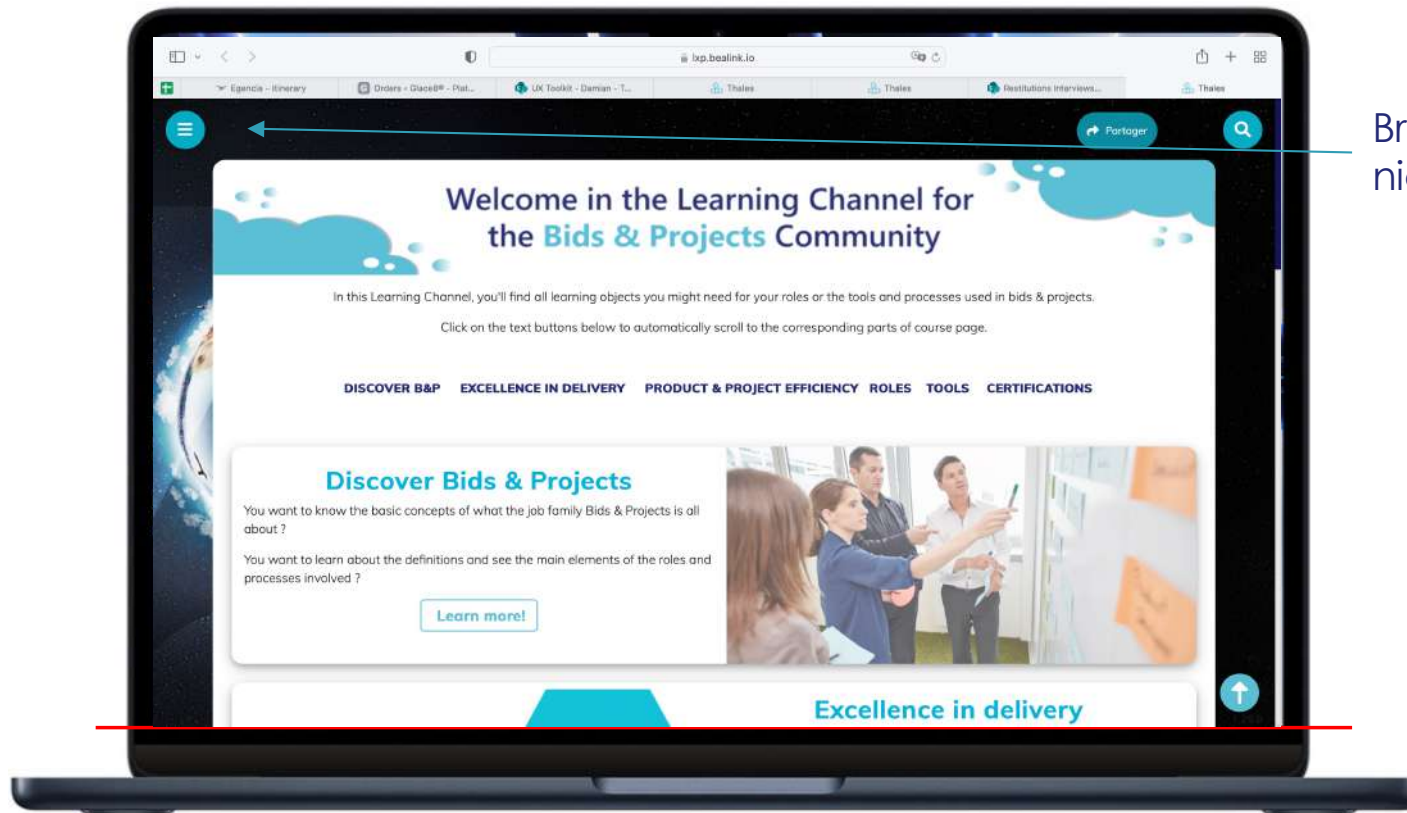
The fold on a 13" screen

LC#2: What the user sees above the fold



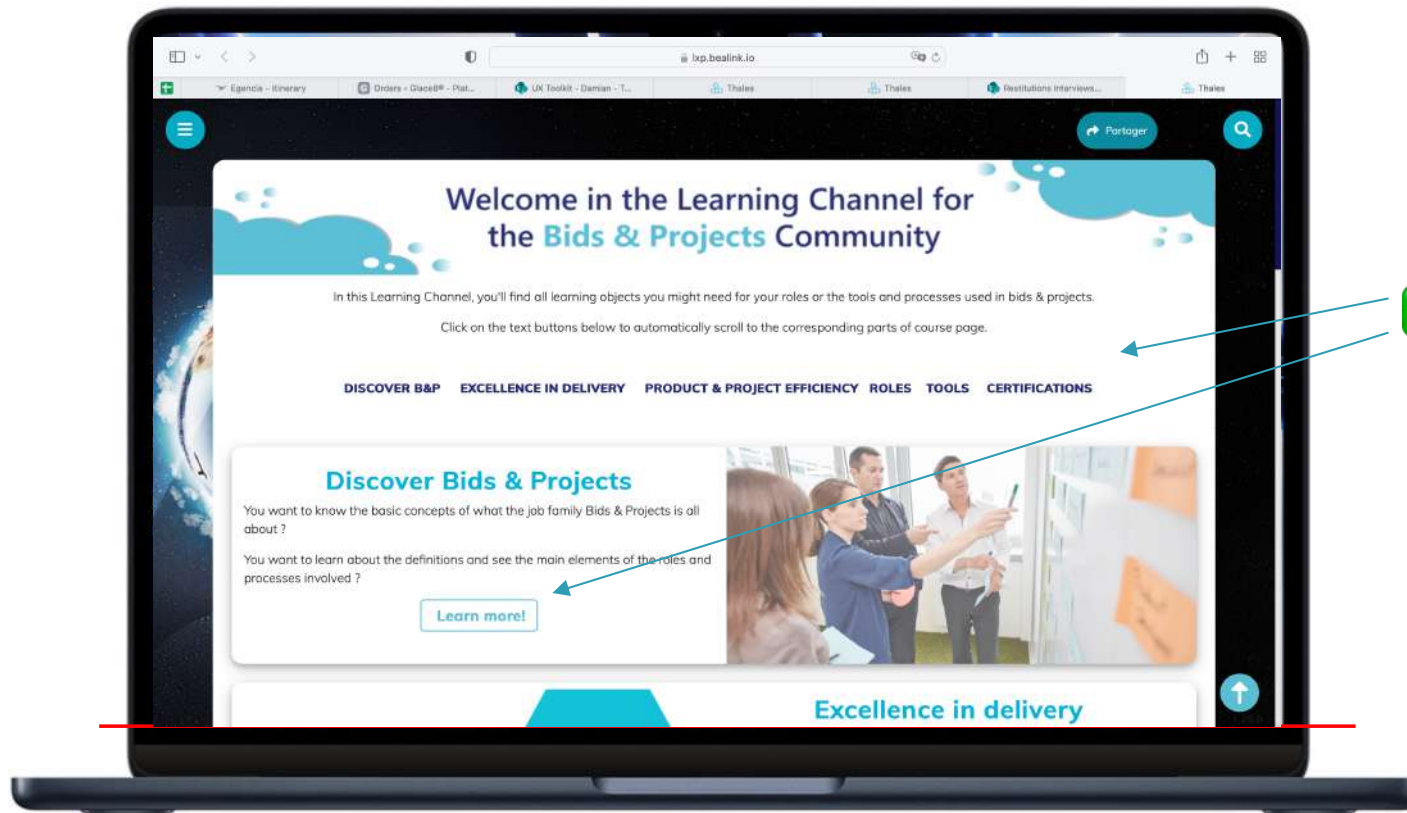
The fold on a 13'' screen

LC#2: What the user sees above the fold



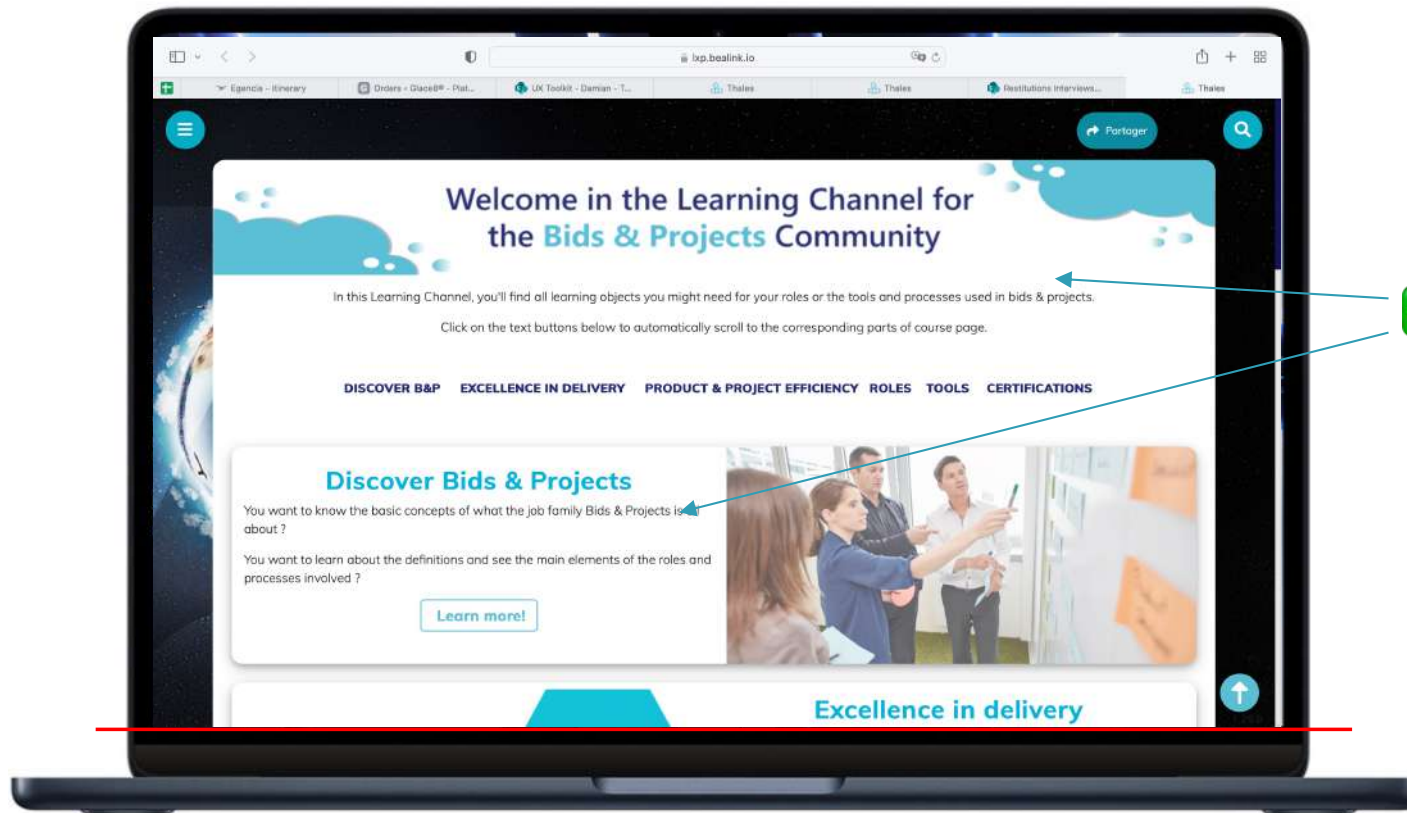
Breadcrumbs would be nice to have

LC#2: What the user sees above the fold



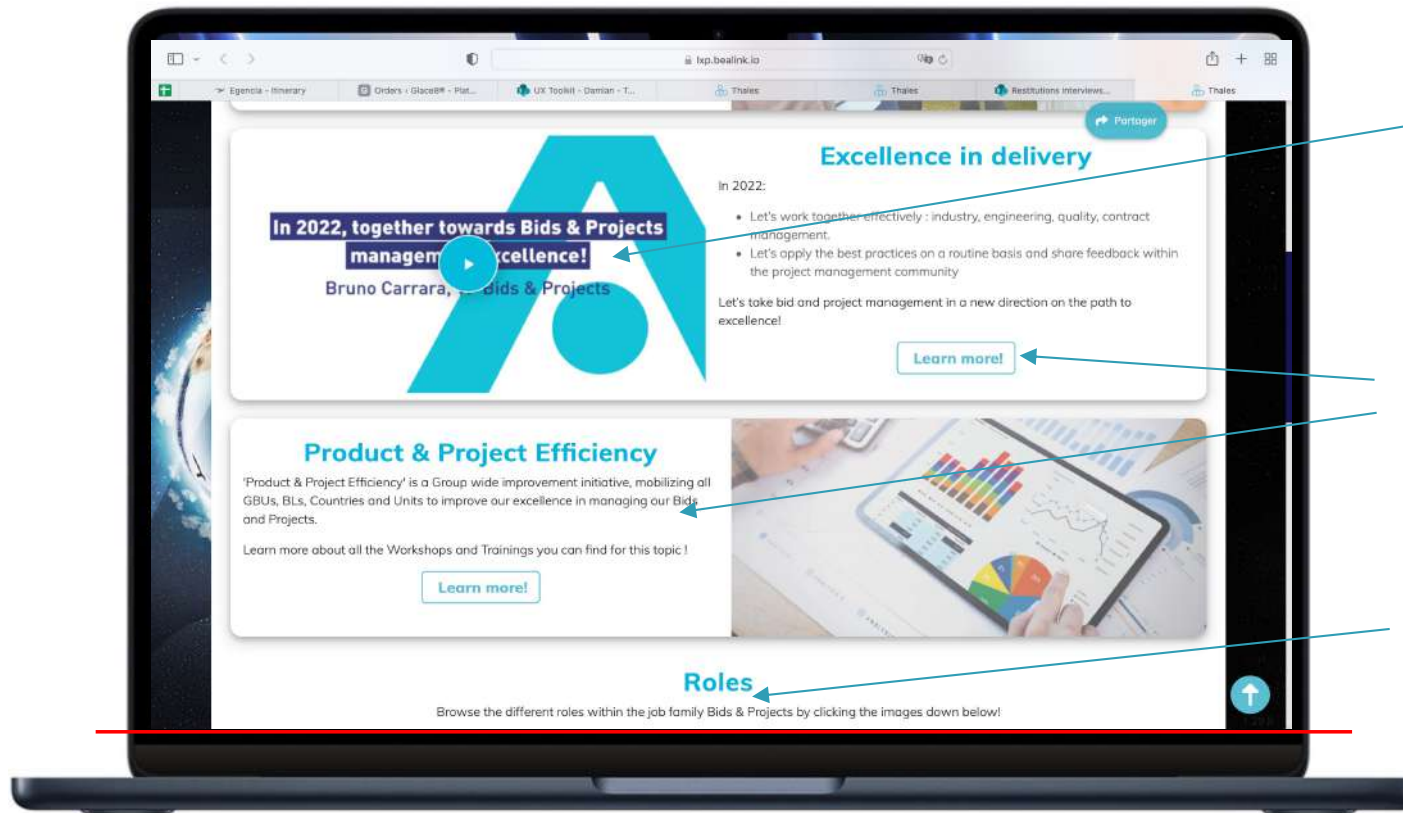
✓ Excellent call 2 actions

LC#2: What the user sees above the fold



Good readability (well spaced, not too many words, clear message).

LC#2: What the user sees above the fold (after 1st scroll)



Good call to action for video

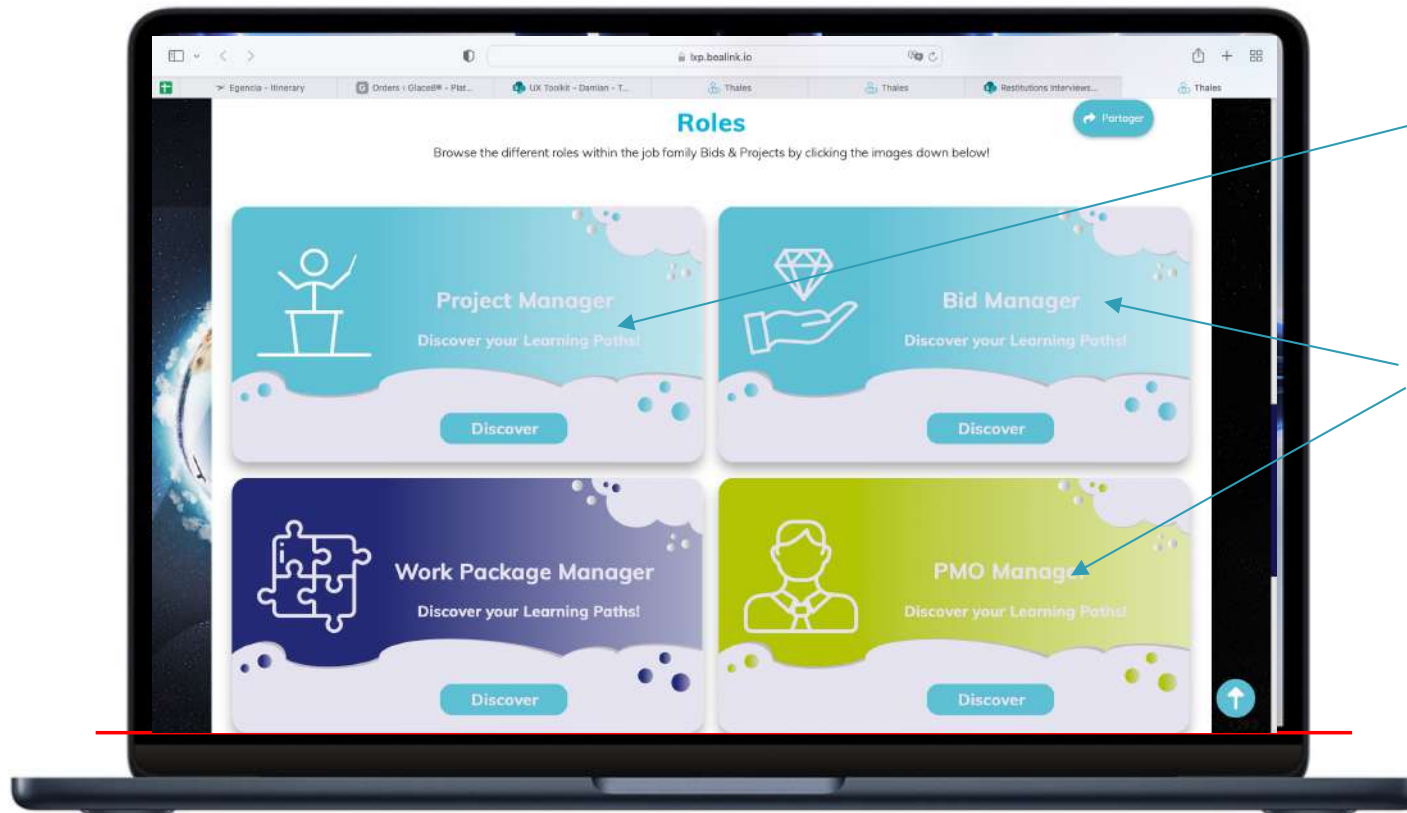


Good call to actions, but « learn more » is too generic



User sees that there is more

LC#2: What the user sees above the fold (after 2nd scroll)

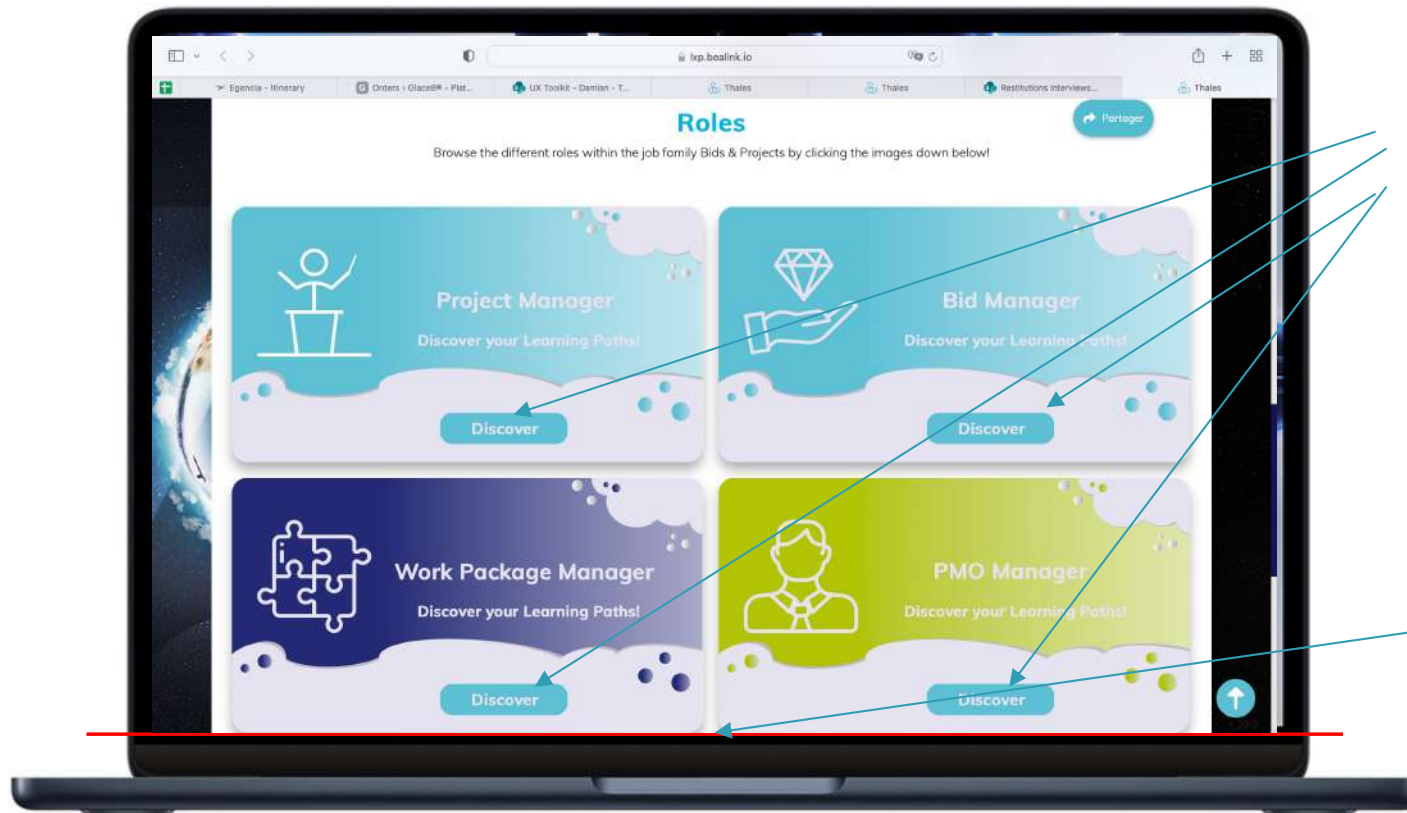


User: « What's a learning path? »
« What's in it for me if I click? »



Low readability:
grey text on light
colored
background

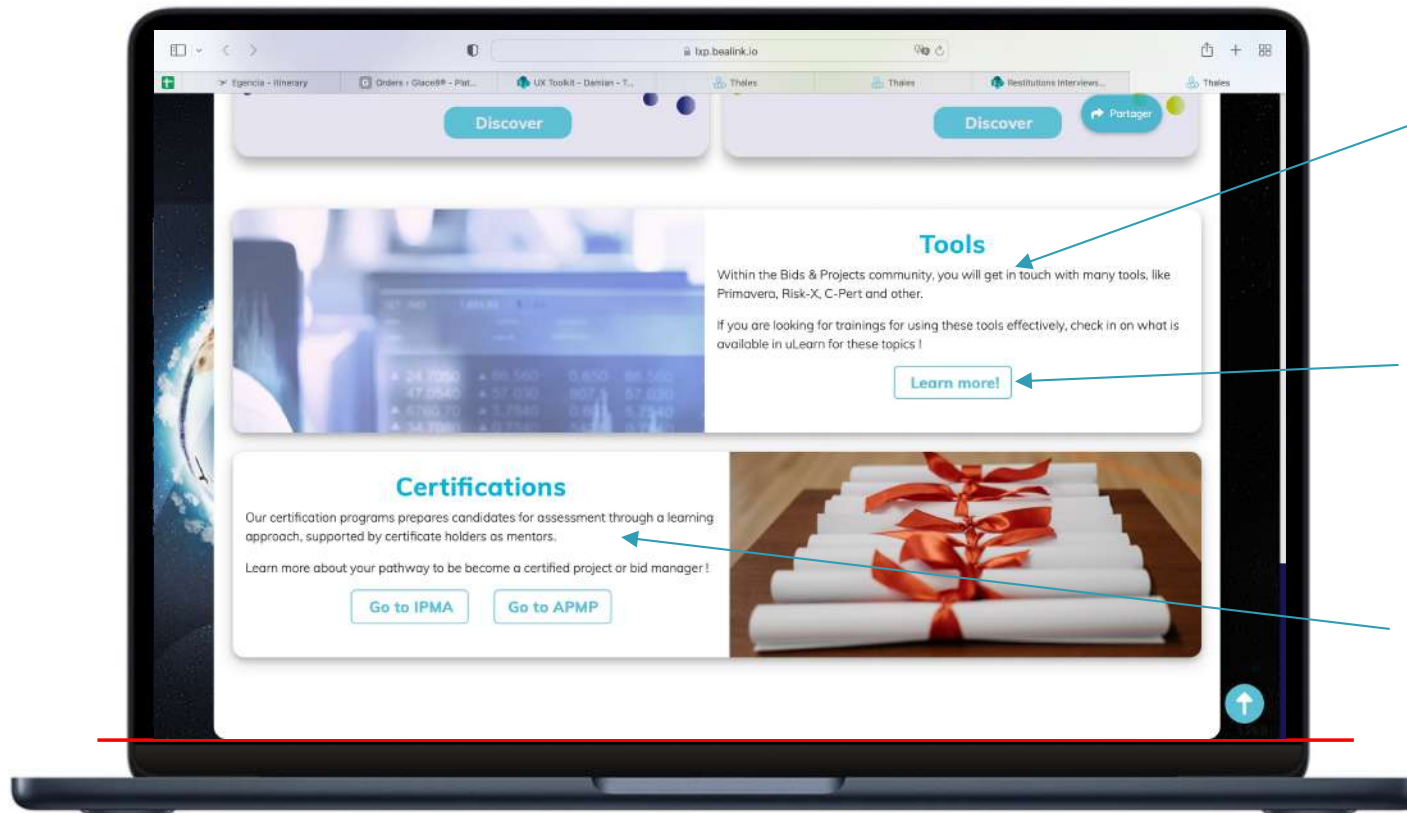
LC#2: What the user sees above the fold (after 2nd scroll)



✓✗ Clear but repetitive CTAs (call to actions) could be more « enticing »

✗ Unclear that there is more content after scroll **below** the fold

LC#2: What the user sees above the fold (after 3rd scroll)



Good « what's in it for me? »: clear explanation



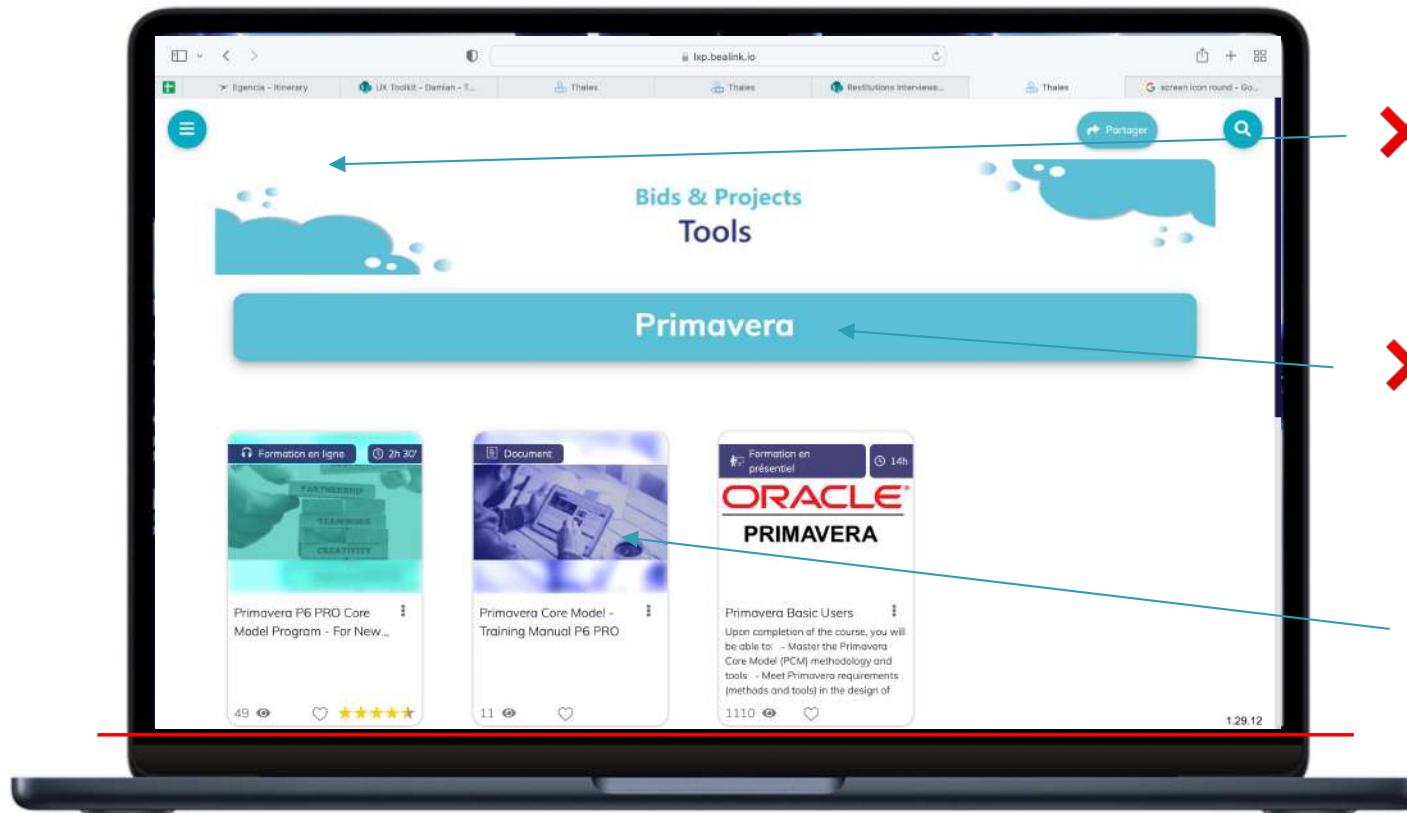
Clear CTA but could be more enticing



Everything is clear:

- Good readability
- Good CTAs
- Clear image

LC#2: What the user sees above the fold (after 3rd scroll)



Breadcrumbs:

Learningchannels
>bids&projects>tools



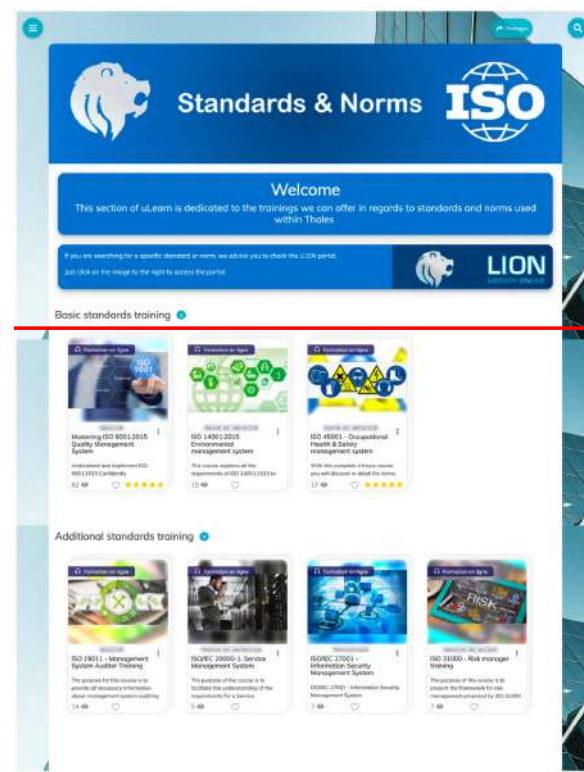
No « what's in it for me? »



Everything is clear:

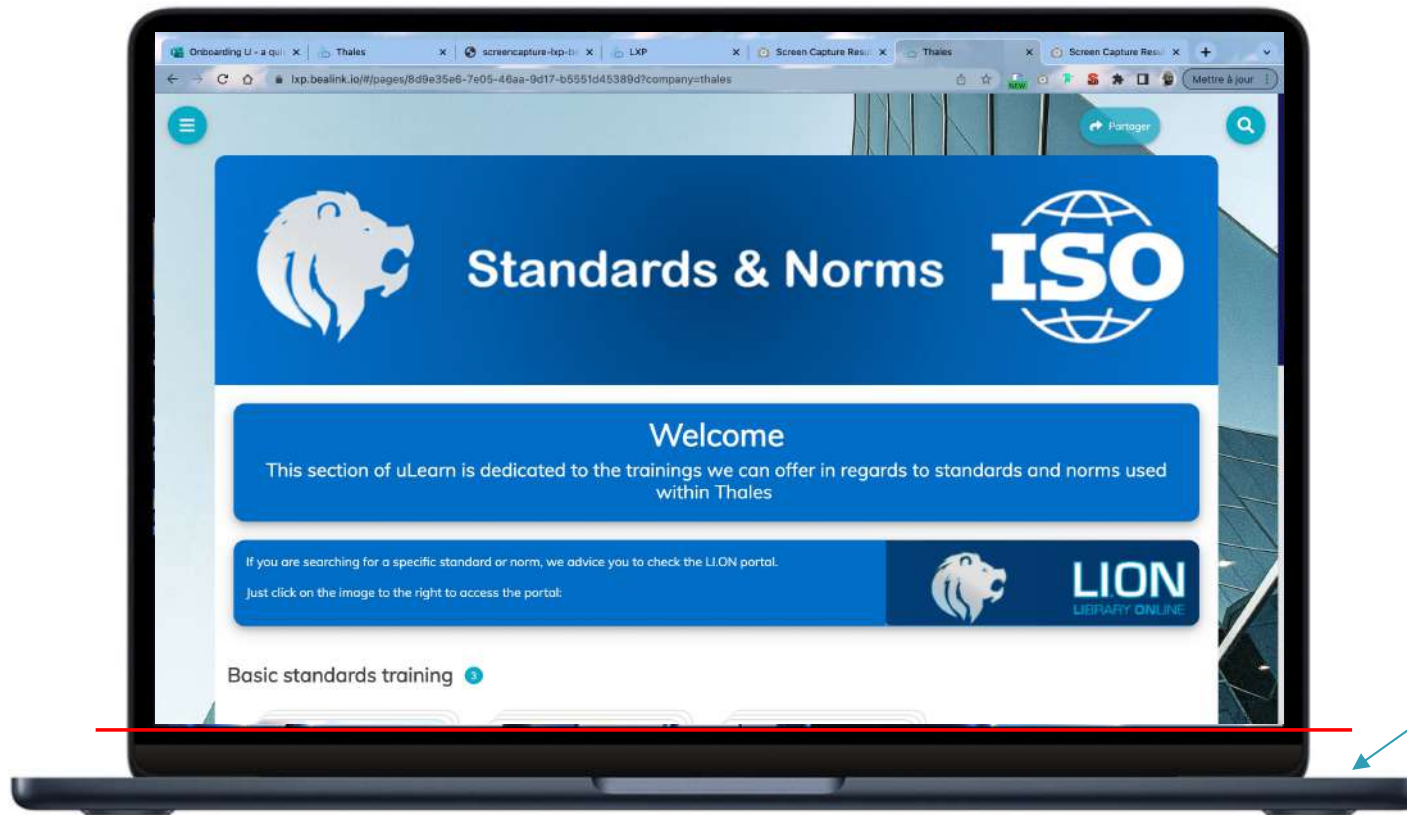
- Good readability
- Good CTAs
- Clear image

2. LC#3: Standards & Norms



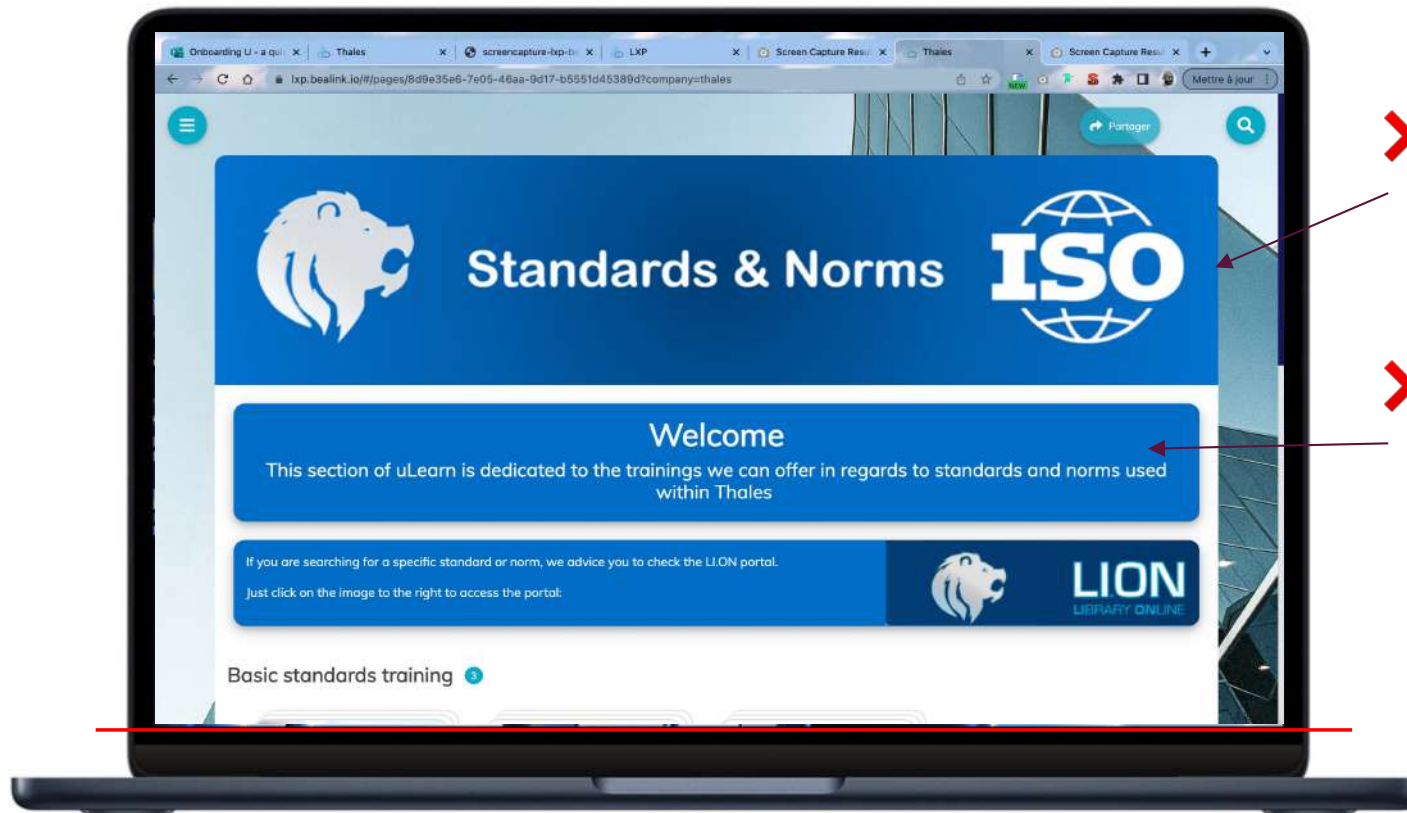
The fold on a 13'' screen

LC#3: What the user sees above the fold



The fold on a 13'' screen

LC#3: What the user sees above the fold

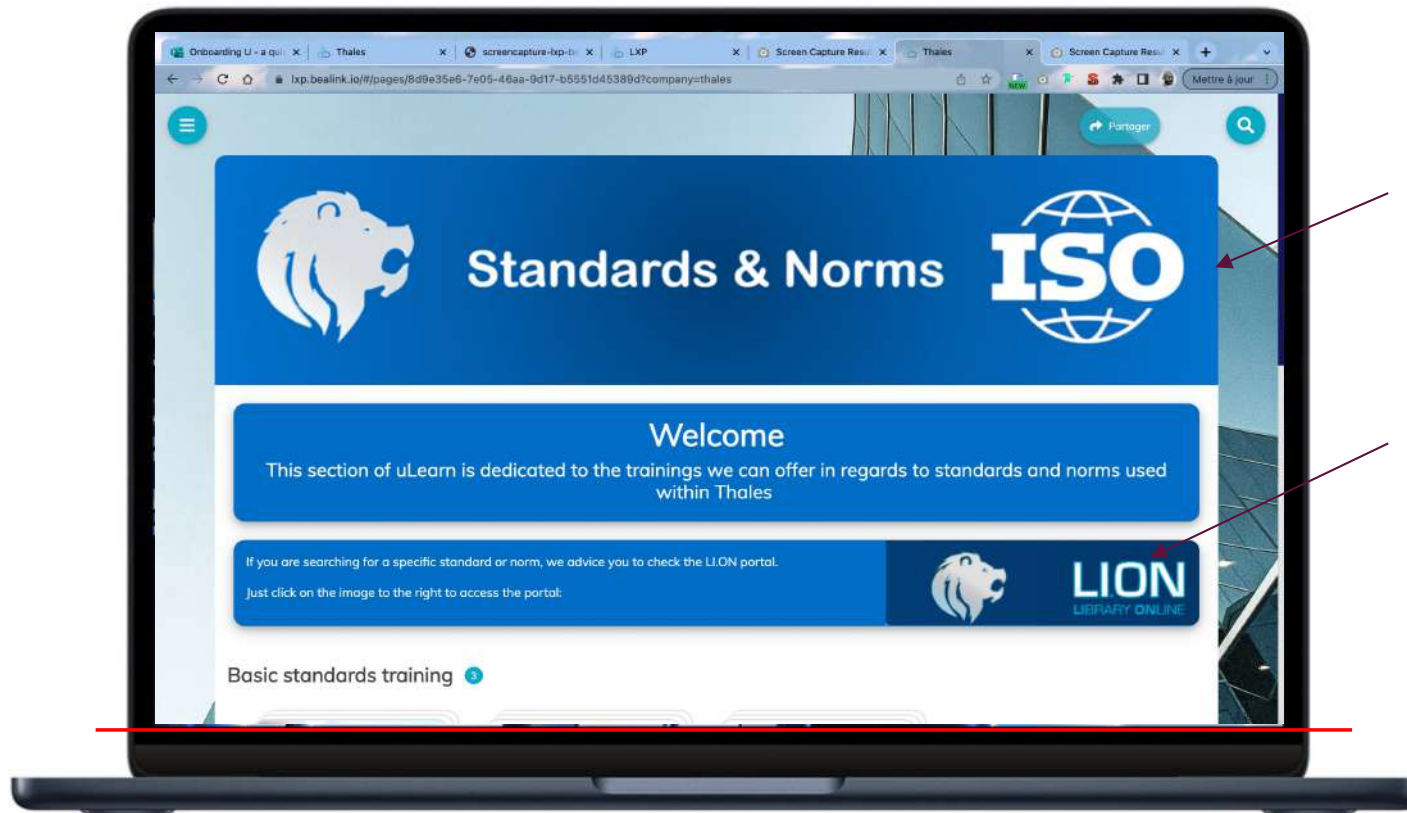


✗ The title takes up nearly a **third** of the screen.

✗ Unnecessary reminder:

- Using up precious space
- The user already knows

LC#3: What the user sees above the fold

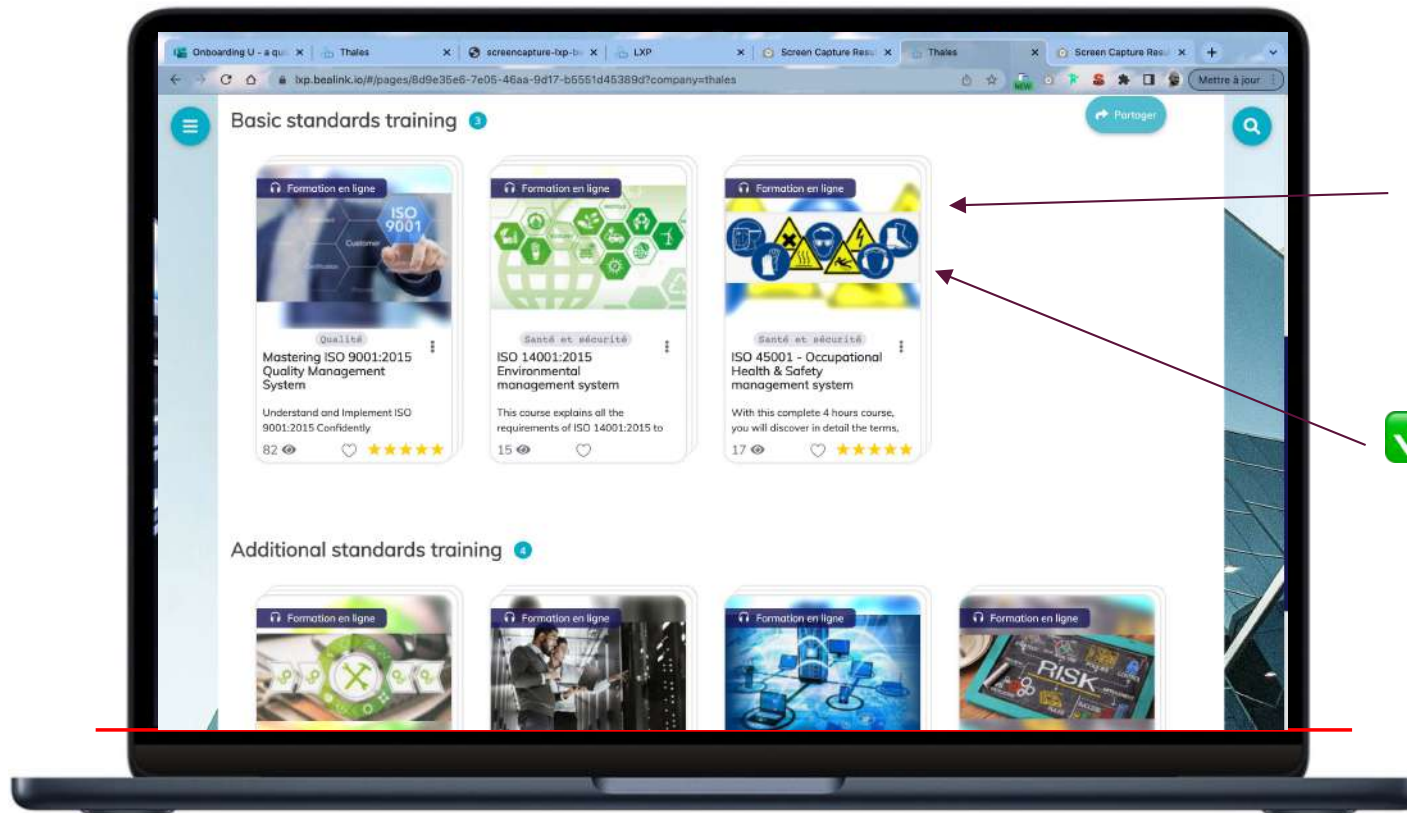


✗ No CTAs to scroll and engage users

✗ A picture isn't a button:

- Unclear CTA
- Repetitive and confusing (same logo as the header)

LC#3: What the user sees above the fold (after 1st scroll)



Traditional bealink layout of training courses



Debate: Use the images as text titles?
ie: Digital in action



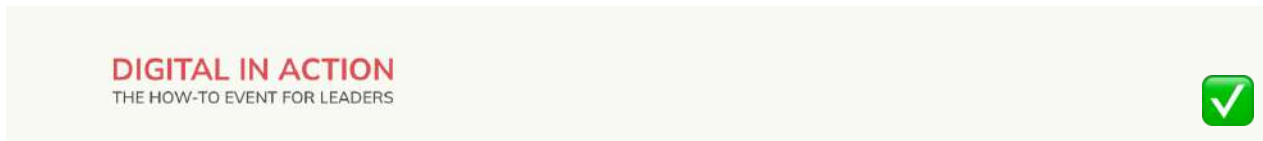
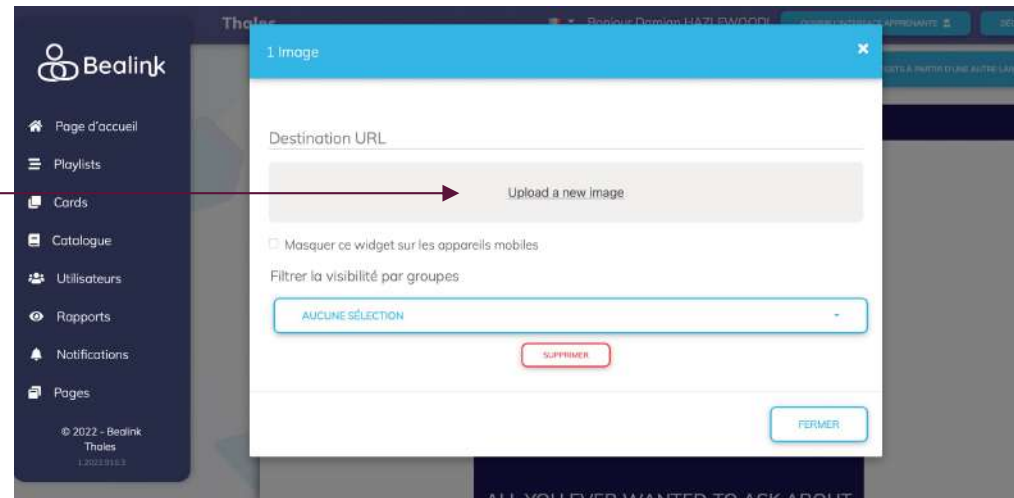
5. Learning channel quickwins



Learning Channel Quickwins

Logo

- **Add a header** with integrated logo (instead of an image taking up too much space).
- **Advantage:** Liberate more space so the user can view more content



Learning Channel Quickwins

Breadcrumbs

➤ Add an **editorial block** below the logo.

- **Avantage:** Better navigation

Link to the main learning channels homepage

Link to your main LC page

Title of your secondary page

Click transparent

