



A study by Warwick University, in the UK, found MOOC completion rates as low as 7% and never higher than 59%.

Worldwide dropout rates from e-learning courses were recorded to be around 25%–40% as compared to 10%–20% in on-campus courses .

A study concluded that, ‘1 out of 3 employees said that uninspiring content is a barrier to their learning’.

Ref: <https://www.thinkingklearning.com/elearning-dropout-rates>  
<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.84.1059&rep=rep1&type=pdf>  
<https://www.shiftlearning.com/blog/statistics-on-corporate-training-and-what-they-mean-for-your-companys-future>

## *Challenge*

Why do your learners dump your online courses midway?

## *Reasons*

Lack of quality check on the content

Lack of learner engagement at the course-level

Failing to understand the needs of your learners  
causing user experience issues

# Experience Design in eLearning

# EXPERIENCE

A **feeling** that you encounter which leaves an **impression** on you of any situation that you were in.

*Yes!*

EXPERIENCES *can be* DESIGNED



HEINZ  
57  
KETCHUP

HEINZ  
ESTD 1869  
TOMATO  
KETCHUP  
HEINZ  
America's Favorite Ketchup  
NET WT 34 OZ (977 GRAMS)





ORBO

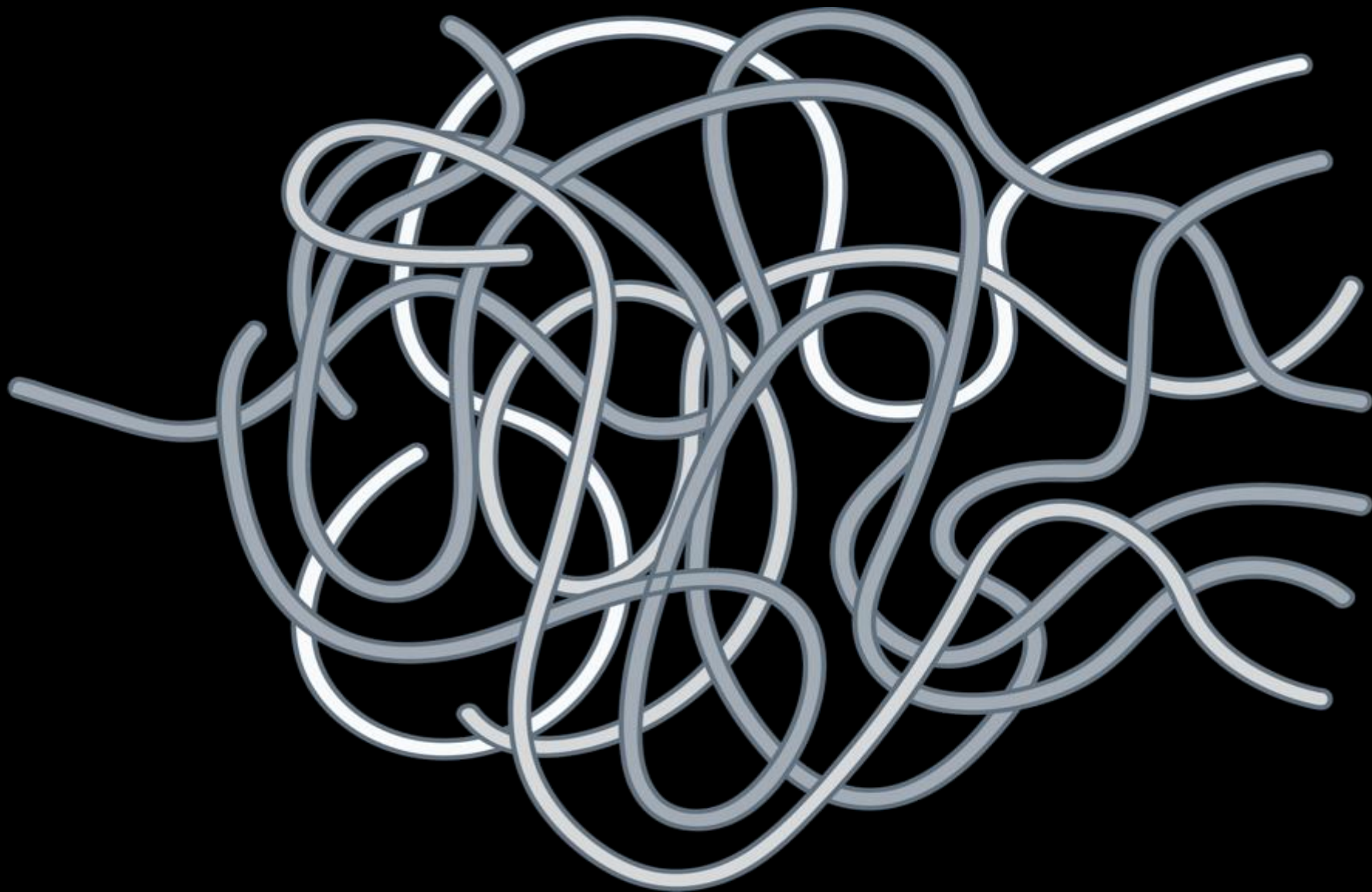






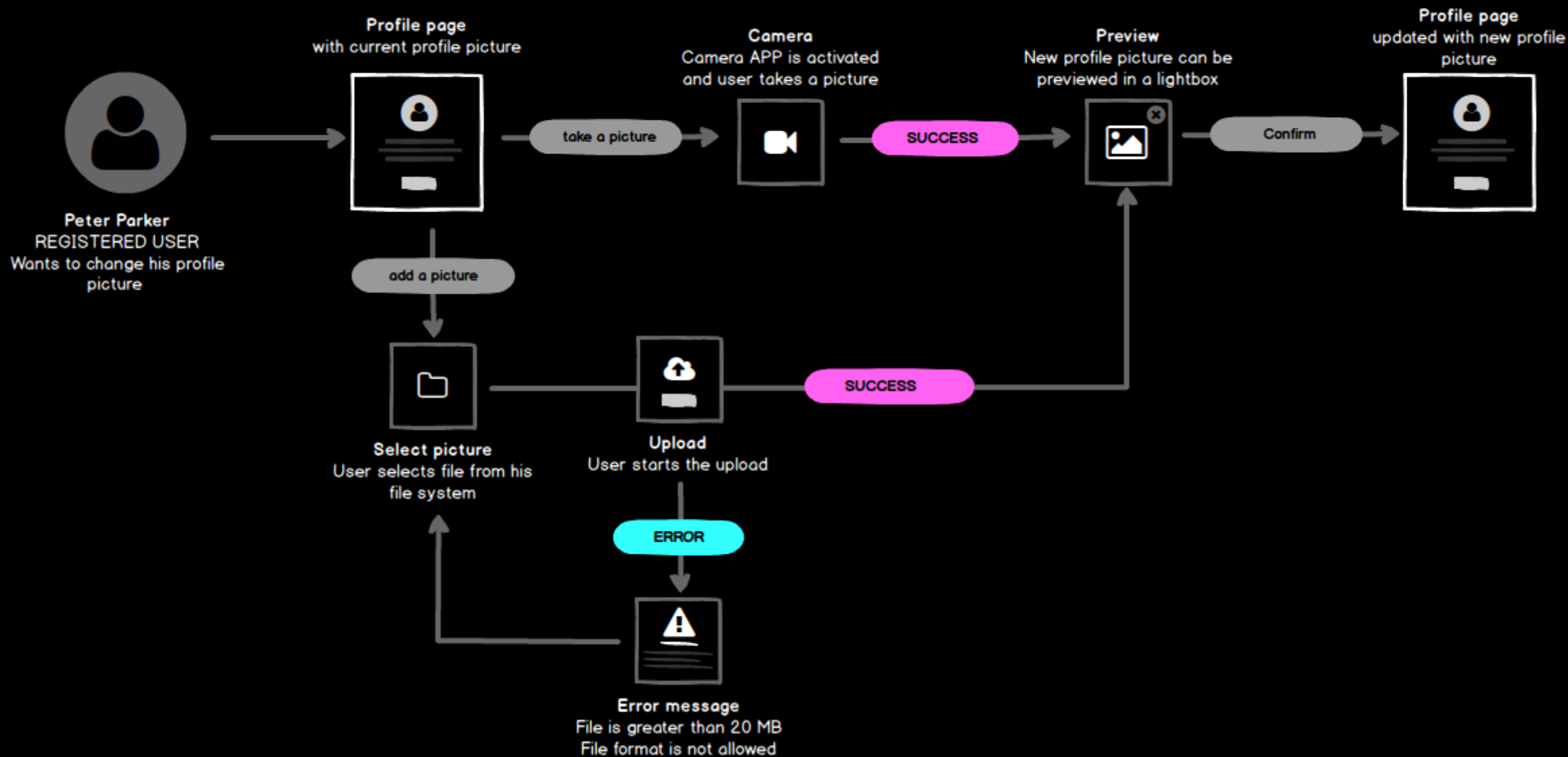


Creating well researched **user flows**



# Userflow: Changing Profile Picture

A registered user changes his profile picture.





# Following Usability Heuristics

# Interaction Design & Navigation

Fonts

&

Typography

# Speed & Comprehension

# Perceptual Fluency

# Understanding Perceptual Fluency of Fonts

# Reading & Effect of Font Sizes

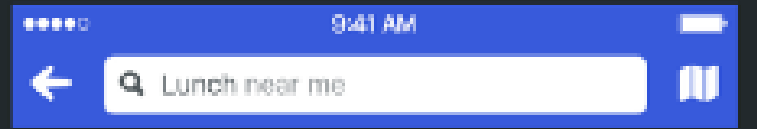
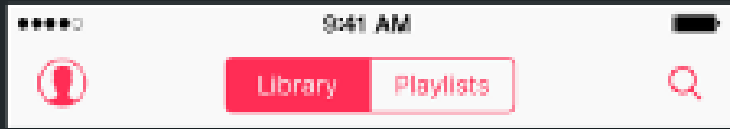
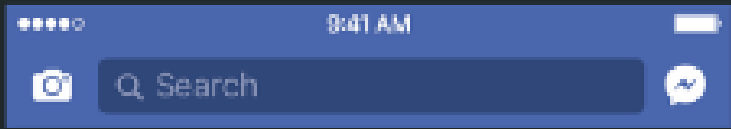
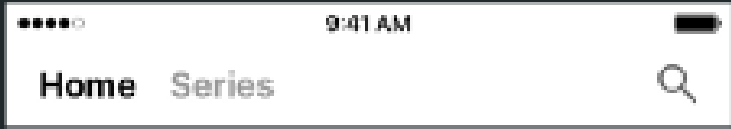
## MOBILE DESIGN

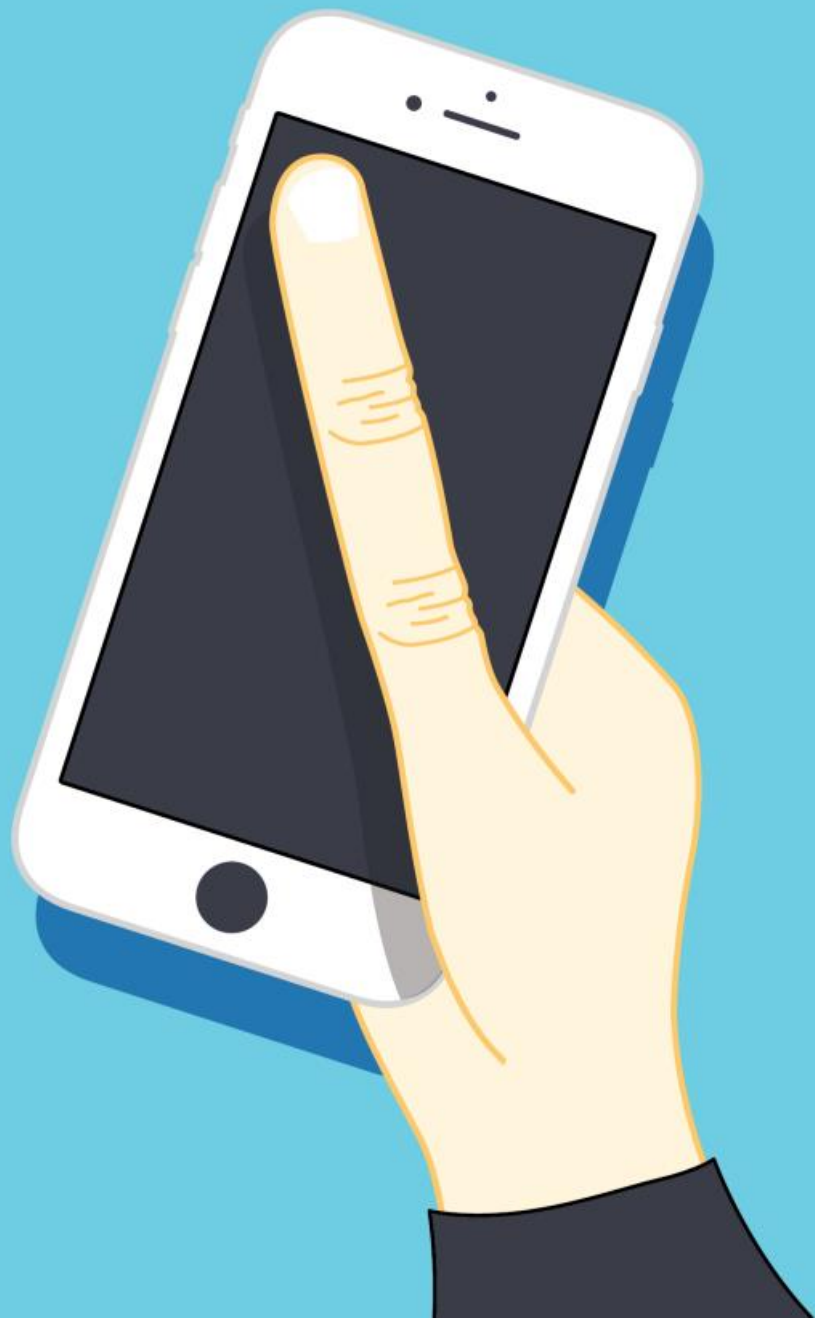
Hit Area, Size of Thumb & Swipe



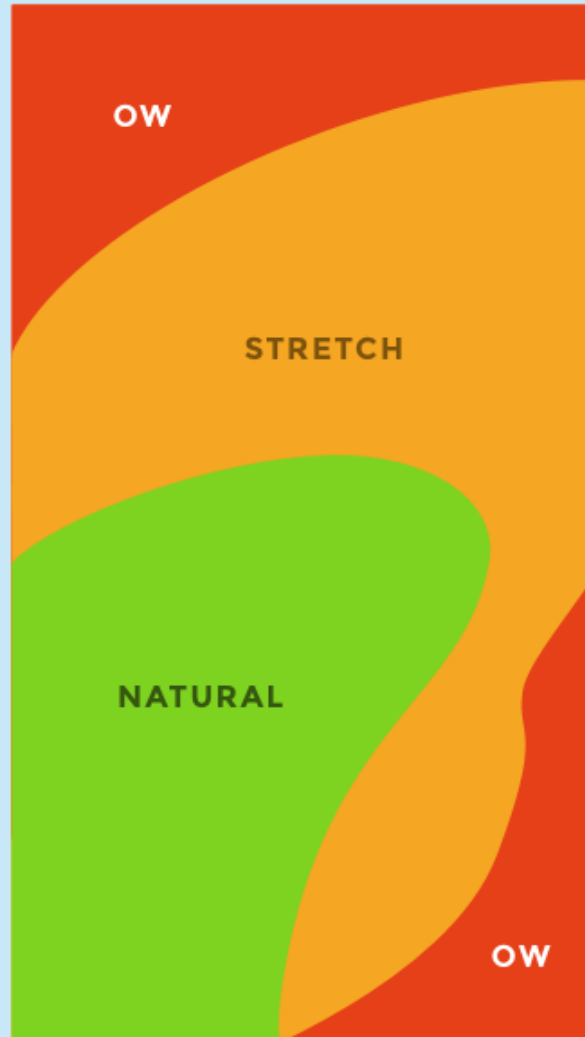
Hit Target of 44 pts X 44 pts

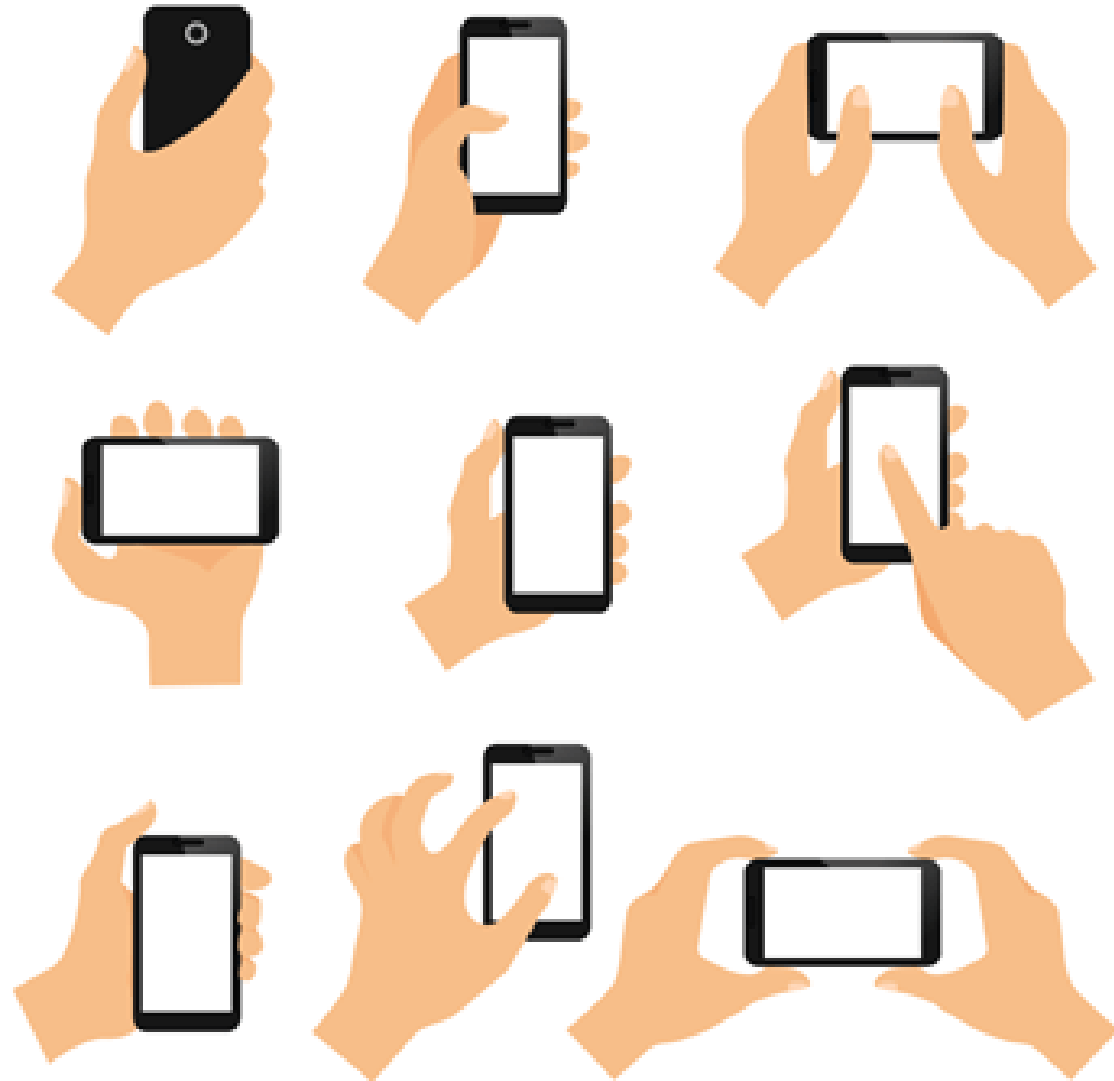






## IPHONE 6





## OPTIONS AND CHOICES

Is '**more**' better or 'less'?

HICKS LAW

**Jam Experiment** in a Super Market









STRAW  
BERRY  
JAM

Tetley  
DECAF

HEINZ  
TOMATO  
CONDENSED

Can of soup

Box of cereal

# CONCLUSION