Learning eXperience

TIS' Design Model

Why a design model?

Learning Design is certainly an area open to subjectivity in spite of it being a recognized stream for a long time. Several theories exist on learning design, each of them bringing forth strong views and points on the concept. There are also several models, once again with undisputed merits in them. However, a practical application of such theories and learning models confirms that 'one-size-does-not-fit-all'. Learning designers need a **combination of theories and models to address real life learner and business needs.**

TIS has developed a framework that inculcates the key principles of learning theories like **Constructivism, Andragogy, Conditions of Learning, Component Display Theory** as well as models like **ADDIE** and **Dick & Carey.**

TIS's new learning design model – **Learning Experience (LeX)** - combines elements from learning research over the ages and delivers on **learner centricity**.
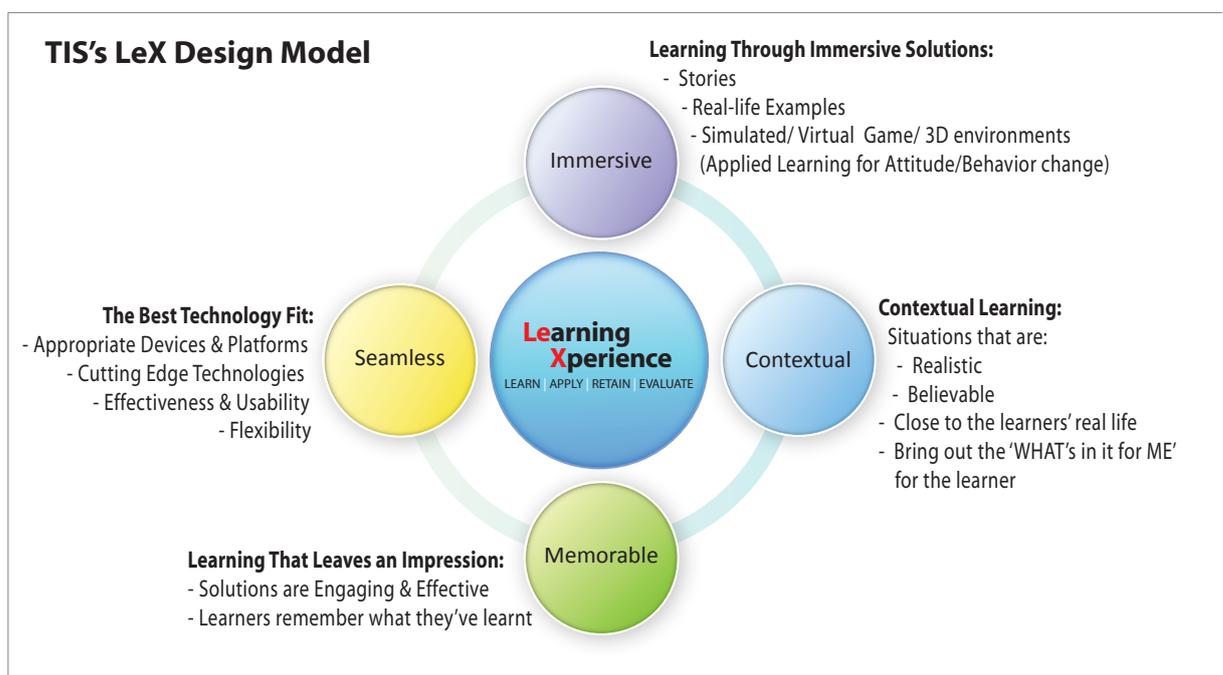
LeX Design Model

TIS believes that the learner, and not the learning, should be the point of focus. Learning is a constructive process where the learner should be actively involved. As research indicates, learner engagement is a key factor in the effective transfer of learning. Simply put, **engaged learners learn more.**

Hence, the learning experience, which drives engagement, becomes critical to successful transfer and retention of learning. Additionally, the learning needs to be applied and reinforced to ensure retention in spite of the natural process of forgetting over a period of time.

Finally, it is important to evaluate how effective the learning has been, both for the learner to feel a sense of completion and for the organization to assess the benefits derived from learning.

Keeping these factors in mind, TIS has developed the LeX Design Model:

TIS's LeX Design Model

Learning Through Immersive Solutions:
- Stories
- Real-life Examples
- Simulated/ Virtual Game/ 3D environments
(Applied Learning for Attitude/Behavior change)

Immersive

The Best Technology Fit:
- Appropriate Devices & Platforms
- Cutting Edge Technologies
- Effectiveness & Usability
- Flexibility

Seamless

Learning Xperience
LEARN | APPLY | RETAIN | EVALUATE

Contextual

Contextual Learning:
Situations that are:
- Realistic
- Believable
- Close to the learners' real life
- Bring out the 'WHAT's in it for ME' for the learner

Learning That Leaves an Impression:
- Solutions are Engaging & Effective
- Learners remember what they've learnt

Memorable

The foundation of the model comprises the four steps of **Learn, Apply, Retain, and Evaluate** – on which TIS builds its solutions.

This foundation is augmented by four **design mantras** – the solution must be '**Immersive, Contextual, Seamless, and Memorable'**. Every learning solution has to have an optimum mix of these criteria before they leave TIS's premises!

Application of the model

While developing learning design, TIS ensures that the **four steps** of **Learn, Apply, Retain, and Evaluate** are present; depending on the complexity of the content and the criticality of the learning program, these steps may be implemented at different levels.

For instance, in a simple interactive Web Based Training (WBT), the application of learning may be the 'knowledge checks', retention can be achieved through downloadable 'job aids' and evaluation is achieved through the 'assessments' at the end of the course.

For a more complex program, e.g. a Simulation - learning and applying happen through the core program, retention can be enabled through a follow-up mobile nugget and evaluation can be done at 4 levels of the Kirkpatrick Model – Reaction, Learning, Behavior, and Results.

Similarly, the four design mantras - **'Immersive, Contextual, Seamless, and Memorable'** have to be present in every learning program. This too can be at different levels – 'immersion' may be achieved through simple scenarios or a full-fledged story or simulation. Context setting may be achieved through a game, an interactive scenario or with 3D virtual worlds. Seamlessness can be achieved through a cross-platform implementation like PC, smartphones, and tablets as well as web-based and instructor-led options. Memorability is ensured by the application of engaging solutions – games, simulations, stories, and scenarios have been proven to engage learners and promote memorability.

What does it mean for the learner?

Learning programs designed using the LeX model present the learners with a superior learning experience that helps them assimilate the content and apply it on the job. It also provides them with the necessary performance support to reinforce their learning and access the key learning points as and when required.

What does it mean for the organization?

The organization gets more bang for its training bucks! An off-the-shelf course may be cheaper, but if it's not effective, then it's a waste of money. A program that not only ensures better learning but also provides the mechanisms to evaluate the effectiveness of the learning can help organizations get value for money. It also helps training departments show ROI and make a case for continuing or increasing training budgets. What's more, the organization can foster required skills in its employees in a far more effective manner and as a result, achieve its business goals faster.

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