

# CREATING DIGITAL LEARNING

10 questions we ask when designing a new digital learning experience:

- (1) **Knowledge or behaviour?**  
*Is this course designed to increase understanding of information or to build skills & change behaviour?*
- (2) **What's the gap?**  
*Do we **really** understand the desired change? Is digital learning the right medium for this change?*
- (3) **Where's the choice?**  
*Can the learner create their own path through the course?*
- (4) **Smart or stupid?**  
*Are we making the learners feel smart or stupid? Have we leveraged what they already know?*
- (5) **Where's the challenge?**  
*Is there opportunity for early success?*
- (6) **Showing or telling?**  
*Do the activities provide insight &/or application rather than simply test knowledge? Examples are more powerful than facts*
- (7) **Can we offer a fast-track?**  
*Can experts go through the course faster than novices?*
- (8) **What psychological levers are relevant?**  
*How does the design build motivation?*
- (9) **How is the learning socialised & applied?**  
*How can we leverage the structures already in place to create a community of practice to turn understanding into insight, insight into application, & application into new habits?*
- (10) **How are we going to measure the impact?**  
*What measures are already in place? If the 'gap' has been successfully filled &/or the behaviours changed what do we expect to see happening differently?*

