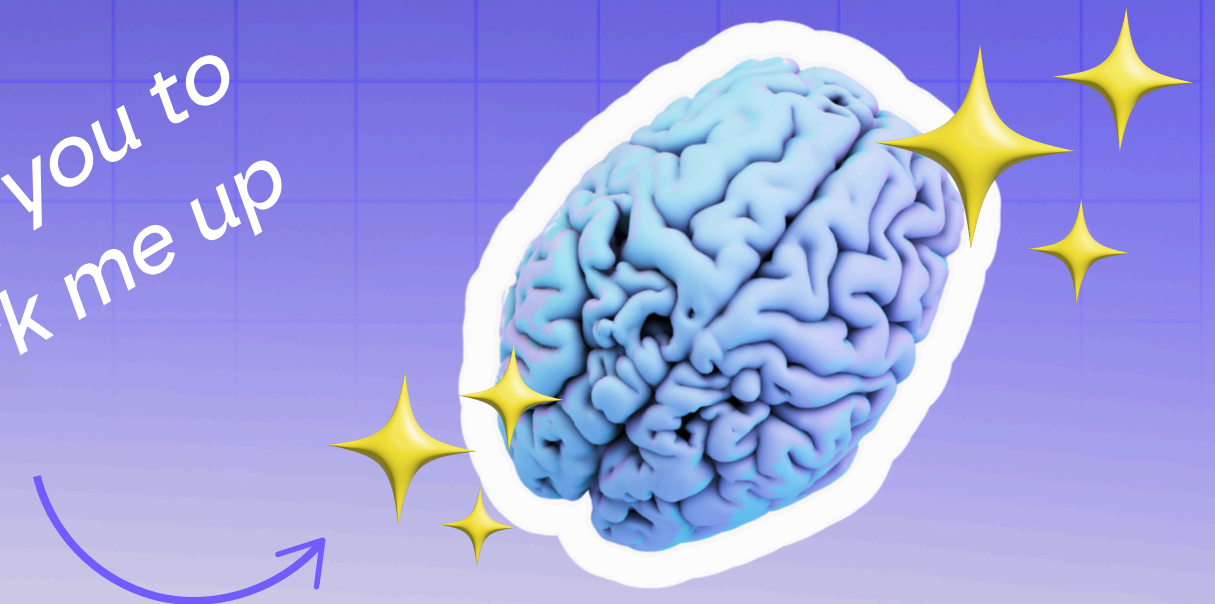


# 3 TOOLS

to help you design in  
a learner-centered  
way

I need you to  
spark me up



# INTRODUCTION

Glad you are interested in Mindshifter's TOP3 tools for effective Learning Experience Design (LXD): the LXD Canvas and Empathy Mapping, along with the AS IS - TO BE analysis.

The LXD Canvas helps you visually break down the learning experience, integrating learner personas, needs analysis, and strategic principles. Use it individually or in teams to foster collaboration and clarity in your design process.

Empathy Mapping provides deeper insights into your learners' thoughts, feelings, and behaviors, allowing you to create more resonant learning solutions. You can fill this out as a group to gather diverse perspectives.

The AS IS - TO BE analysis employs two empathy maps to identify gaps between the current state and desired outcomes. This approach guides your design efforts, ensuring that your learning experiences are truly learner-centered.

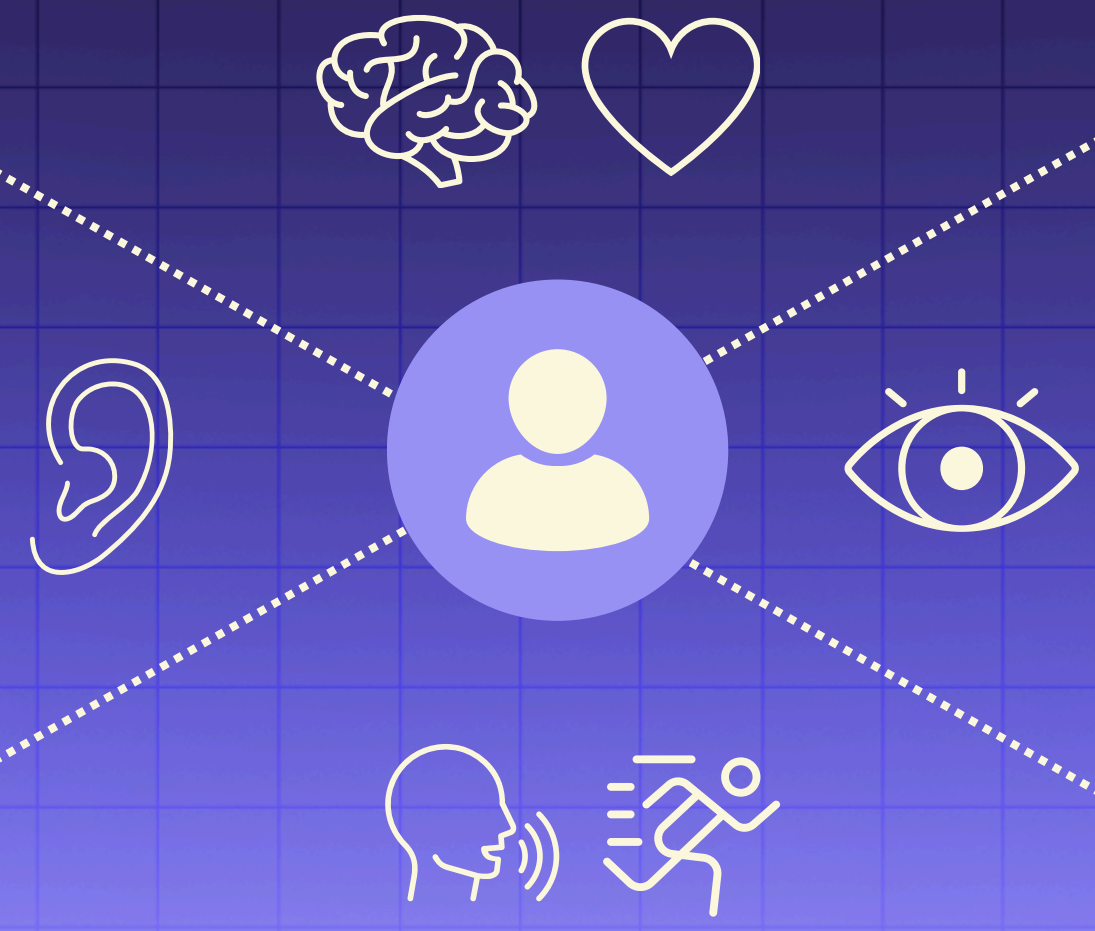
Follow the instructions to maximize the effectiveness of these tools and enhance your LXD process!

If you need any help using the tools or want us to lead the way in needs assessment and learning design, drop us a message at **[hi@mindshifters.ee](mailto:hi@mindshifters.ee)**



What do they think and feel?

What do they say and do?



# HOW TO USE EMPATHY MAPPING

Empathy Mapping is a powerful tool to understand your learners' experiences, needs, and emotions. By filling out the map, you can create a detailed learner persona that informs your design decisions.

Follow these steps and consider the questions for each field:

## **What do they Think and Feel?**

This section captures the learner's internal thoughts, emotions, and motivations.

- *What concerns or anxieties do they have about the learning experience or topic?*
- *What are their aspirations and desires related to the theme?*
- *How do they feel about their current skills or knowledge?*

## **What Do They Say and Do?**

This field reflects the learner's outward behavior and verbal expressions.

- *What comments do they make during background interviewes?*
- *How do they behave in situations that you're building knowledge and skills for?*
- *What actions do they take to seek information or support?*

# HOW TO USE EMPATHY MAPPING

## **What Do They See?**

This section addresses the learner's external environment and influences.

- *What materials, resources, or tools do they have access to?*
- *What is their learning environment like (e.g., physical space, online platforms)?*
- *What trends or developments in their field might impact their learning?*

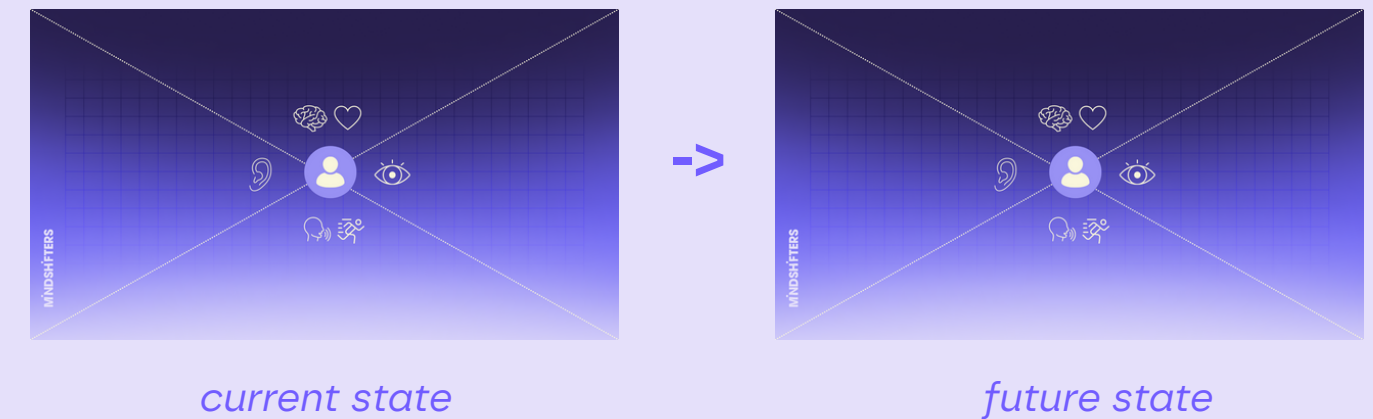
## **What Do They Hear?**

This field focuses on the external voices that influence the learner.

- *What do peers, mentors, or industry experts say about the topic?*
- *Are there particular messages or information sources that shape their understanding?*
- *How do social factors (e.g., workplace culture, community) affect them?*

# HOW TO USE EMPATHY MAPPING -> AS IS - TO BE

## Using Two Empathy Maps for AS IS - TO BE Analysis



To perform an AS IS - TO BE analysis, use two empathy maps:


- **AS IS map:** This map represents the current state of the learner. Fill it out using insights gathered about their existing thoughts, feelings, actions, perceptions, and influences.
- **TO BE map:** This map envisions the desired future state of the learner after the learning intervention. Consider how their thoughts, feelings, actions, perceptions, and influences should change as a result of your learning design.

## HOW?


1. **Create both maps:** Fill in the AS IS map first to capture the learner's current situation. Then, fill in the TO BE map to outline the ideal state you want to achieve.
2. **Identify gaps:** Analyze the differences between the two maps. The gaps represent the areas where your learning content and methods should focus to facilitate the desired changes.
3. **Design interventions:** Use the insights from the gap analysis to guide your learning design, ensuring it addresses the needs and aspirations of the learners effectively.

By using empathy mapping and performing the AS IS - TO BE analysis, you can develop a deeper understanding of your learners development needs and create learning designs that help to make the shift!







LEARNER'S CHARACTERISTICS




DEVELOPMENT GAPS




LXD STRATEGY




MOTIVATION




ENVIRONMENT




DESIRED CHANGE



BLOCKAGES



METHODS



LEARNING JOURNEY

# HOW TO USE LX DESIGN CANVAS

This tool will help you integrate learner personas, needs analysis, and strategic principles to design a learning approach that truly fits their needs.

Filling in the canvas is most effective when done sequentially: start from the top left, then move to the top right, followed by the center, and finally the bottom sections. Here's a guide with helping questions for each field:

**1. Learner's characteristics:** *Who are your learners? What is their background, age, and experience level? What are their learning preferences and styles?*

**2. Development gaps:** *What skills or knowledge are they lacking? How do these gaps impact their performance or goals? What specific areas need improvement?*

**3. Desired change:** *What specific outcomes do you want to achieve? How will the learning experience address the identified gaps? What does success look like for the learners?*

**4. Motivation:** *What motivates your learners to engage in the learning process? Are there intrinsic or extrinsic motivators that can be leveraged? How can you foster a positive learning environment?*



# HOW TO USE LX DESIGN CANVAS

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5. **Blockages:** *What challenges might hinder the learners' progress? Are there external factors (e.g., time constraints, resources) that could create obstacles? How can you address or mitigate these blockages?*
6. **Environment:** *What learning environment will support the learners best? Are there specific tools, resources, or spaces required for effective learning? How can you create a conducive atmosphere for engagement?*
7. **LXD strategy:** *What overall strategy will guide your learning design? How will you align the learning experience with organizational goals? What principles will you adhere to in your design process?*
8. **Methods:** *What instructional methods will best suit your learners? How will you incorporate interactive elements and activities? Are there specific frameworks or models you want to apply?*
9. **Learning Journey:** *What does the learner's journey look like from start to finish? How will you structure the learning experience into phases or modules? What assessment or feedback mechanisms will be in place?*

By thoughtfully answering these questions as you fill in the LX Design Canvas individually or with your team/stakeholders, you'll create a comprehensive and tailored learning experience that truly meets the needs of your learners.

Now it's time to take **action!**

Dive into these tools, collaborate with your team, and uncover insights that will shape impactful learning journeys.

You can download the PNG-files for your whiteboards **HERE** 

Remember, the best designs are grounded in empathy and understanding.

**Let's start creating meaningful learning experiences together!**

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