

Workshop Learning Product Canvas

COURSE/PRODUCT: Course / Product Name

ORGANISATION: Organisation Name

SPONSOR: Sponsor Name



Market Analysis

MARKET

What is the market? What organisations? What is the size of the market?

BUYER & LEARNER

Who is the buyer (they may not be the learner)? What is their role in the organisation? Who is the learner? What is their typical role?

UNIQUE LEARNING PROPOSITION

Why would they buy the product? What is the pain point that causes them to buy? What makes your product unique in the market?

BUSINESS SUCCESS METRICS / SALES TARGETS

What does success look like? What volume of enrolments by when? What revenue in the first year? If this is an existing course what are the current enrolment numbers and revenue? How many times a year will it run?

COMPETITORS

Who are your direct and indirect competitors? What is your winning strategy?

PRICING

What is the target price and pricing plan?

CHANNELS

What channels will or do you use to sell and market the product?

GO TO MARKET STRATEGY

What is the sales and marketing strategy or plan? How will it be marketed and sold?



Learning Impact

ORGANISATIONAL NEED

What is the problem or challenge to be solved by learning for the buyer and learner?

BUSINESS GOALS

What are the business outcomes sought from the course? What does success look like for the buyer/learner?

PERFORMANCE OBJECTIVES

What will the learner need to be able to do at the end of the program?

PROGRAM SUCCESS & IMPACT

What does success look like for the buyer and learner?



Requirements & Delivery

CUSTOMER REQUIREMENTS / EXPECTATIONS

What expectations does the learner/buyer have? Are there any industry or compliance requirements that must be met?

DESIGN REQUIREMENTS

What is the budget for design? Are there any key dates or other requirements to be considered in the design phase? If this is an existing course what updates or uplift need to be made?

DELIVERY REQUIREMENTS

Are there any requirements or budget consideration for delivery that should be taken into account during the design of the program?

OTHER REQUIREMENTS

Are there any other requirements or constraints that should be considered?



Personas & Stakeholders

LEARNER / STAKEHOLDER PERSONA

MOTIVATIONS TO BE INVOLVED

BARRIERS TO ENGAGEMENT

DESIRED OUTCOMES



Learning Journey

LEARNING EXPERIENCE

Is there a preferred approach to learning? How long should the program be and in what modes of learning? Would they prefer start anytime or cohort based?

KEY LEARNING ACTIVITIES

What are the key learning activities to be included in the journey?

LEARNING TRANSFER STRATEGY

How will the learning be transferred to the workplace to ensure the realisation of the performance objectives?

ASSESSMENT

Is assessment required? If so, what activities will be assessed and how?



Outcome & Assessment

OUTCOME MEASURE

How would you like to record the learner's outcome? What outcome scale would you like to use?

- Successful/Unsuccessful
- Successful Completed/Did Not Complete
- High Distinction to Fail
- Etc

ASSESSMENT LOGISTICS

Are there resources available for assessment? Can they give constructive feedback? What assessment guidance do they need? Do you require an auto marking solution? What happens if people fail?

ASSESSMENT ACTIVITIES & TASKS

What assessment activities could be used to determine these outcomes within the logistical constraints? How are assessment activities weighted? Are any of them must pass?

CREDENTIAL

Will this course receive a credential? What type? How is it awarded? Are there any rules or standards for issuing this credential?



Subject Matter

KEY KNOWLEDGE OR TOPICS

What key knowledge is required for the learner to be successful? What topics must be covered by the program?

FRAMEWORKS, PROCESSES OR TOOLS

Are there any existing frameworks, processes or tools that should be used to support the program?

SUBJECT MATTER EXPERTS

Who are the subject matter experts and what areas does each cover?

SOURCE CONTENT

What materials do we have to build the assets and course? Does it already exist or do we need to obtain it? Is there an existing course that this course will be based off? What format is it in?



Discussion Notes

QUESTIONS

**AREA OF RELEVANCE (E.G. PERSONAS,
OBJECTIVES)**

ANSWERS