

LRN

The story of leading two responsive retrofitting projects



2015

THE YEAR OF RESPONSIVE DESIGN FOR LRN'S CATALYST

After studying our analytics, it became obvious that more of our users were using mobile devices to reach our product. The flood of devices including Samsung Galaxy S3, iPad Mini, iPhone 6, Nexus 7, and Microsoft Surface left our team asking how to best serve our users.

The answer is simple: responsive design. Here are the steps the team I lead went through for our approach to mobile UX.


WHAT IS IT?

Responsive design is an approach that enables one code base to service different devices. By using device-oriented code, LRN's Catalyst application works on the desktop, tablet, and smart phone, as shown below.



MY ROLE


As a UI/UX designer, I played a lead role. The product owner, project manager, and I worked well together to ensure that we finished the project on time and under budget.



User-centered design
Every design I created was based on users' wants and needs



Collaboration
Nurtured a culture of encouraging "Why-not" ideas



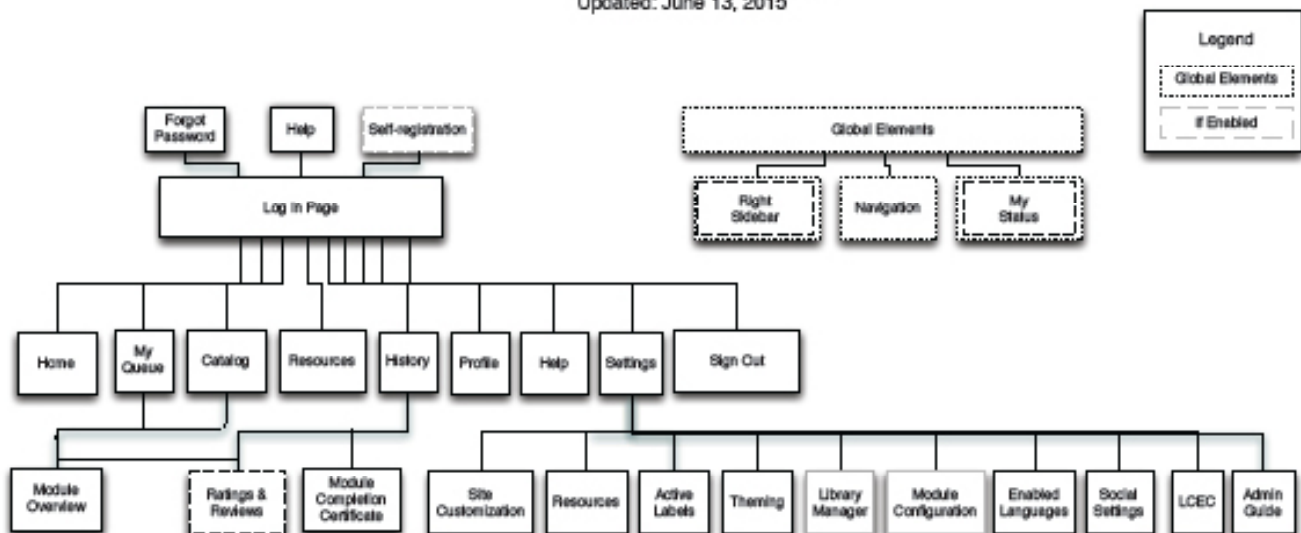
Iteration
Sketched multiple designs, then picked the one that was best for the user

THE CLIENT: SOME OF THE COMPANIES I WORKED WITH



DELIVERABLES: SITE MAP

Updated: June 13, 2015



IN-DEPTH RESEARCH: PERSONAS



Rachel, high-tech end user

Rachel uses her computer and Blackberry constantly to keep up with her schedule as a VP at the Kellogg Co. She is busy and when she is assigned some courses to complete, she hope it won't take up too much time.



Pattie, the busy administrator

Pattie is willing, patient, and resourceful. A small part of her job is to make sure all the end users at Dupont have their LRN compliance courses ready to take. She is pressed for time and appreciates the Partner Support feature at LRN.



IN-DEPTH RESEARCH: COMPETITIVE ANALYSIS

	LRN	corpedia <small>An IRIE Forward Company</small>	successfactors <small>An SAP Company</small>	Cornerstone <small>ON DEMAND Empowering People</small>	SAI GLOBAL	saba	NAVEX GLOBAL <small>The Ethics and Compliance Experts</small>
About	LRN has a singular mission: to help inspire principled performance in business. We believe that a corporate culture that governs according to shared values is the ultimate driver of productivity, profit and long-term value. Companies with a reputation for responsible conduct attract and retain the best employees, customers, partners and investors - yielding long-term, sustainable competitive advantage.	NYSE Governance Services is an integrated suite of resources for public and privately held companies worldwide seeking to create a leadership advantage through corporate governance, risk, and ethics and compliance practices. NYSE Governance Services leverages the expertise of Corpedia®, a leader in benchmarking, advisory services, and e-learning.	SuccessFactors, an SAP Company, is the global leader in Business Execution Software Solutions. The SuccessFactors Business Execution Suite (BlzX), which is delivered through the cloud (Software-as-a-Service), improves business alignment, team execution and people performance to drive results for companies of all sizes. Across 168 countries and 35 languages, more than 15 million users in 3,500 companies leverage SuccessFactors every day.	Cornerstone OnDemand (NASDAQ:CSOD) is a global leader of cloud-based talent management software solutions. Nearly 13 million users across 190 countries rely on Cornerstone to maximize their potential, develop their skills and foster new levels of collaboration. Cornerstone empowers some of the world's leading organizations, such as Starwood Hotels & Resort, to engage their workforces and leverage people performance for greater business results.	SAI Global Assurance Services has more than 400 certified audit professionals and holds accreditation with major accreditation bodies. SAI Global has issued thousands of certificates in North America and overseas to national and international management system standards such as the International Organization for Standardization 9001 quality management standards and ISO 14000 environmental management standards.	Saba is a global leader in next-generation cloud solutions for talent management. The company helps organizations transform the way they work by enabling the continuous learning, engagement and development of everyone in their people network, including employees, partners, and customers.	EthicsPoint is now NAVEX Global™, the trusted global ethics and compliance expert for more than 7,500 clients in over 200 countries. A merger of industry leaders ELT, EthicsPoint, Global Compliance Services and PolicyTech, NAVEX Global now provides the world's most comprehensive suite of solutions to manage governance, risk and compliance.
Website	www.lrn.com	www.corpedia.com	www.successfactors.com	www.csod.com	www.saiglobal.com/	www.saba.com	www.navexglobal.com
Founded	1992	1998	2001	1999	1984	1997	1999 Privately Held
Company Type	Privately Held	Public Company	Public Company	Public Company	Public Company	Public Company	Privately Held
Headquarters	New York, New York, United States	Phoenix, Arizona, United States	Houston, TX, United States	Santa Monica, CA, United States	Sydney, New South Wales, Australia	Redwood Shores, CA, United States	Charlotte, North Carolina, United States
Est. Revenue	\$75.0M	\$35.0M	\$153.0M	\$73.0M	\$7.5M	\$116.7M	\$75.0M
# Employees	201-500	51-200	1001-5000	501-1000	501-1000	501-1000	201-500
Industry	<ul style="list-style-type: none"> •Information Services •Software •Education •Custom Software & Technical Consulting •Training •Information & Document Management •Business Services •Software Development & Design 	<ul style="list-style-type: none"> •Services juridiques •Education •Training •Law Firms & Legal Services 	<ul style="list-style-type: none"> •Logiciels informatiques •Software •Software Development & Design •Engineering Software •Financial, Legal & HR Software 	<ul style="list-style-type: none"> •Computer Software •Software •Software Development & Design •Engineering Software •Financial, Legal & HR Software 	<ul style="list-style-type: none"> •Information Services •Software •Education •Custom Software & Technical Consulting •Training •Software Development & Design 	<ul style="list-style-type: none"> •Software •Software •Software Development & Design 	<ul style="list-style-type: none"> •Computer Software •Software •Custom Software & Technical Consulting •Accounting & Accounting Services •Business Services •Case management
Specialties	<ul style="list-style-type: none"> •Corporate Risk and Governance •Advisory Services •Compliance Management •Business Ethics & Compliance 	<ul style="list-style-type: none"> •Code of Conduct •Corporate Governance •Board Leadership •Compliance and Ethics •Governance, Risk, and Compliance 	<ul style="list-style-type: none"> •Information Services •Software •Education •Custom Software & Technical Consulting •Training •Information & Document Management 	<ul style="list-style-type: none"> •Information Services •Software •Education •Custom Software & Technical Consulting •Training •Information & Document Management 	<ul style="list-style-type: none"> •Food Safety, HACCP, FSIS, BRC, SQF, IFS, FSSC 22000 •Training and Improvement Solutions •Retail, Supply Chain •Certification, Auditing & Training Services 	<ul style="list-style-type: none"> •Information Services •Education •Custom Software & Technical Consulting •Training •Business Services 	<ul style="list-style-type: none"> •Risk Management •SaaS •Ethics •Code of Conduct •Business Ethics •Compliance •Fraud •Case management

IN-DEPTH RESEARCH: FEATURE COMPARISON

	LRN	corpedia <small>An XPLR Education Company</small>	successfactors <small>An SAP Company</small>	Cornerstone <small>ON DEMAND Engineering First</small>	SAI GLOBAL	saba	NAVEX GLOBAL <small>The Office and Performance Experts</small>
AICC & SCORM Compliant	✓	✓	✓	✓	✓	✓	✓
Customizable Courses	✓	✗	✓	✓	✗	✓	✗
LMS Integration	✓	✓	✗	✗	✓	✗	✓
Automated Data Feeds	✓	✓	✓	✓	✓	✓	✓
Custom Email Tool with Alias	✓	✗	✓	✓	✗	✓	✓
Short Video Vignettes	✓	✓	✓	✓	✓	✓	✓
Certification Review & Revision Capabilities	✓	✗	✗	✗	✗	✗	✗
Language Translations	53 Languages	30 Languages	35 Languages	41 Languages	50 Languages	37 Languages	Not Specified
Localization	✓	✓	✓	✓	✓	✓	✓
Mobile Friendly	✓	✗	✓	✓	✗	✓	✗
Custom Courses from Scratch	✓	✓	✗	✗	✓	✗	✓
Data Privacy	✓	✓	✓	✓	✓	✓	✓
Complex Automated Assignment Rules	✓	✗	✓	✓	✗	✓	✗
3rd Party Integration	✓	✓	✓	✓	✓	✓	✓
Mobil App	Coming Soon!	✗	✓	✓	✗	✓	✗
Social Learning	✗	✓	✓	✓	✓	✓	✗
100% Customizable Reporting (Ad Hoc)	✗	✗	✓	✓	✓	✓	✗
Hierarchical Reporting	✗	✗	✓	✓	✗	✓	✗
Visual Interactive Dashboards	✗	✗	✓	✓	✓	✓	✗

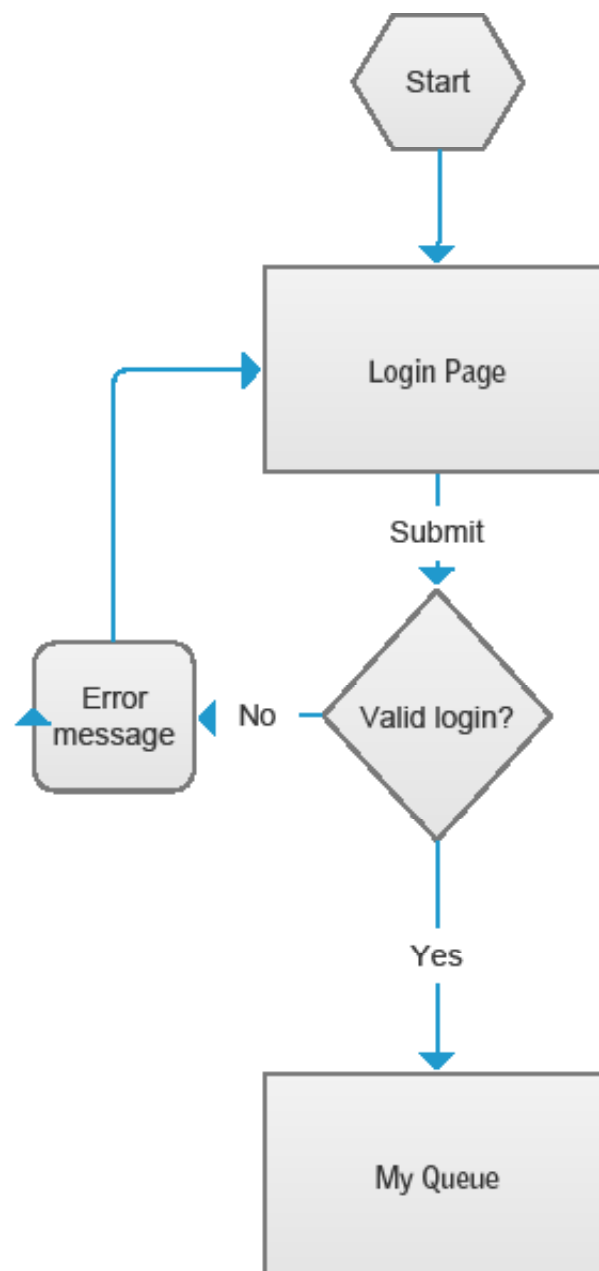
IN-DEPTH RESEARCH: SWOT ANALYSIS

LRN SWOT Analysis

<p>Strengths</p> <p style="font-size: 48px; font-weight: bold; text-align: right;">S</p> <ul style="list-style-type: none"> ■ 53 language translations in our courseware ■ Create custom courses from scratch ■ Complex automated assignment rules ■ Ability to review and revise certifications ■ Custom email tool with alias ■ Newly improved customizable front-end portals for partners and their employees 	<p>Weaknesses</p> <p style="font-size: 48px; font-weight: bold; text-align: right;">W</p> <ul style="list-style-type: none"> ■ No hierarchical reporting ■ Reporting isn't visually engaging ■ Do not offer virtual classroom or social learning ■ Do not have 100% customizable reporting (ad-hoc) ■ Poor user experience
<p>Opportunities</p> <p style="font-size: 48px; font-weight: bold; text-align: right;">O</p> <ul style="list-style-type: none"> ■ Visual interactive dashboards for reporting ■ Analytics on software ■ Hierarchical reporting ■ Mobile application ■ Social learning and virtual classrooms ■ 100% customizable reporting (ad-hoc) ■ Ability to items outside of courses (PDFs, videos, etc.) ■ Improvements to data privacy (customized view for target-users) 	<p>Threats</p> <p style="font-size: 48px; font-weight: bold; text-align: right;">t</p> <ul style="list-style-type: none"> ■ Social learning and collaboration offered by our competitors ■ Lack of visually interactive dashboards in our reporting ■ Mobile capability/application

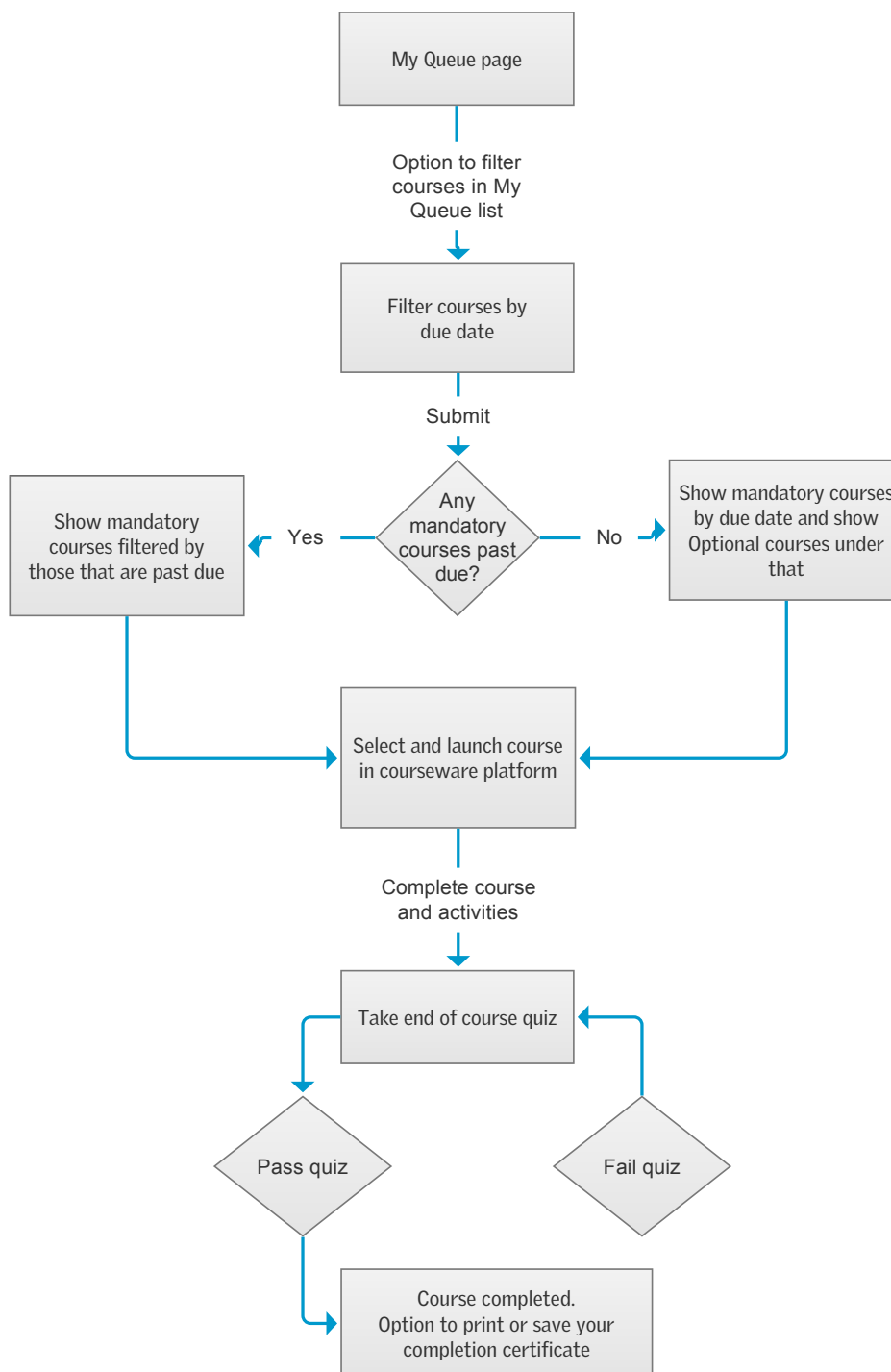
USER TASK FLOW: **SIGNING IN**

As part of the information architecture step, I create user task flows to discuss with the stakeholders and then developers before embarking on the wireframes, visual design or prototypes. This is a task flow every user must do to enter the system and complete their assigned courses.



USER TASK FLOW: COMPLETING A COURSE

As part of the IA step, I create user task flows to discuss with the stakeholders and then developers before embarking on the wireframes, visual design or prototypes. This task flow is the main reason that the user log into our system. They must complete state-mandated courses required by the employer.



DELIVERABLES: DESIGN PROCESS ON MOBILE

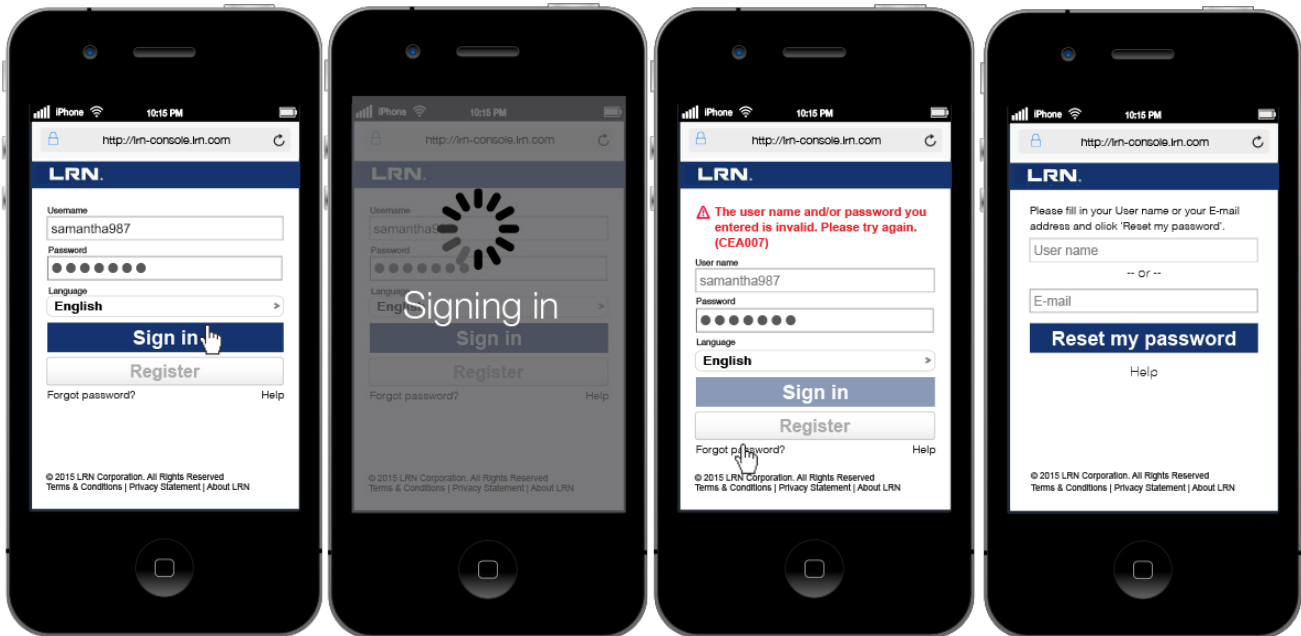
I created a grid-based template that conformed to iOS layout guidelines. This allowed me to accurately edit prototypes during design meetings so participants could visualize proposed changes. I designed both portrait and landscape views. I am showing a selection in portrait view here, but full task flows are available:



DELIVERABLES: TASK FLOWS ON MOBILE

My design process includes making sketches on a notepad and then producing visual designs, below, that are accompanied by technical specifications that informs the developers how each screen should look and behave when triggered by the user.

PROCESS: CREATING A PASSWORD



TASKFLOW: FILTERING IN PROGRESS COURSES



THE TEAM



The group that taught me the importance of having a strong, on-site team, to always fight for the user, and to know when to defend my choices. We solved all the queries presented but always had time to have fun.

COLLABORATION: SOLVING PROBLEMS TOGETHER

The focus on performance and simplicity is a rigorous combo, and we hit some glitches. During our Agile sprint process, we realized that the video player plug-in that we were using on desktop wasn't buffering the videos quickly enough for mobile devices. The load time was under 30 seconds on desktops, but took upwards of 3 minutes on tablets and smart phones. We did some research and found a version being used by another LRN product that loaded in 30 seconds or less. We implemented that to solve our problem.



THE PROJECT

By using responsive design on a modern HTML5 code base, these key benefits were the reasons that the business stakeholders decided to put their resources behind this initiative

125%

Hike in mobile use

Google Analytics showed use of mobile devices surged in 2014



Cross platform

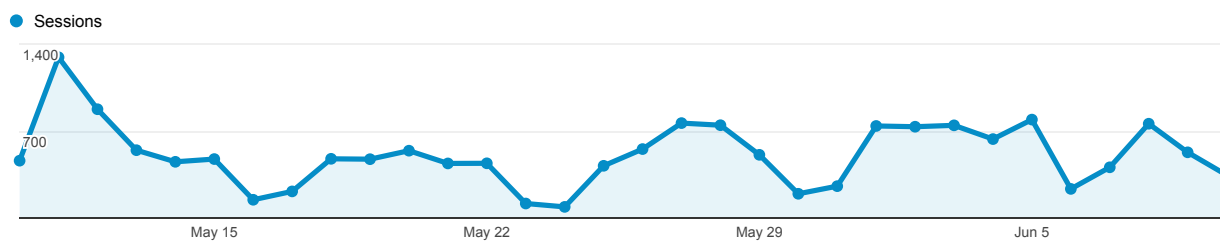
Responds to users' device habits, whether mobile or at their desk



Cost effective

No need for standalone applications, which cuts cost dramatically

THE DEVICES: USAGE ACCORDING TO GOOGLE ANALYTICS



Mobile Device Info	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	16,423 % of Total: 14.72% (111,600)	33.44% Avg for View: 39.35% (-15.03%)	5,492 % of Total: 12.50% (43,920)	25.95% Avg for View: 19.38% (33.88%)	4.07 Avg for View: 4.92 (-17.24%)	00:05:24 Avg for View: 00:07:05 (-23.81%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not set)	8,780 (53.46%)	28.47%	2,500 (45.52%)	26.49%	3.38	00:04:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Apple iPad	4,411 (26.86%)	35.23%	1,554 (28.30%)	24.23%	4.68	00:06:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Microsoft Windows RT Tablet	1,409 (8.58%)	34.14%	481 (8.76%)	24.06%	4.99	00:05:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Apple iPhone	1,262 (7.68%)	57.29%	723 (13.16%)	31.38%	4.80	00:04:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Nokia Lumia 920	185 (1.13%)	36.76%	68 (1.24%)	9.19%	5.37	00:04:24	0.00%	0 (0.00%)	\$0.00 (0.00%)

THE CRITERIA: REQUIREMENTS

The high-level business requirement was to take our existing desktop site and make it work for mobile devices. The guiding principles were high performance, user-centered design, and prioritizing features to provide a laser-sharp focus on usability.



Performance

4-7 second load time on phone, tablet and desktop media



Usability

Clean, modern design that kept the UI simple and task oriented



Lean

Kept only the features needed for users' primary flow

THE IMPACT: SAVINGS

It's too early to evaluate revenue from the project, but I can talk about sales and savings.

Sales

By March 2015, more than **73%** of our client base came onboard. The goal is 90% by year end.

Cost

Creating mobile apps (one for tablet, one for phone) would have cost at least **\$140,000.**

Savings

Cost of coding the site to be responsive was **\$22,171.** LRN's savings was **\$117,829**