

The Problem

- Most HR online apps are not integrated with an interface that enable employees have access to the courses, resources or trainings while tracking their performance.
- The responsibility of facilitating training and development programs often falls on HR administrator who often have so many duties to juggle, they are not always able to devote enough time to the task.



User Research

Qualitative Research

Conducted telephonic interviews with 15 potential users (5 users each of the three Access levels) to get to know how they manage employee's training /Learning performance and understand how they feel about online learning /training

- Do you like learning/ training online?
- How do your company manage employee's training and performance? (Screener Question to understand whether the participant is familiar with LMS app)
- What device do you prefer accessing an app? How often do you access learn/train resources?
- What are some of the features of a Learning/Training app that are the most appealing to you?
- What are some of the challenges you experience while Learning/Training with online platform?

Common Answers

- No, I find it harder to stay motivated and engaged with online courses and the technology can sometimes be frustrating.
- 35% are Manually while 53% are via 3rd party online courses
- 88% access their app with smart phones because it is handy, intuitive and can be integrate to device features.
- You can synchronize into multi-platform, offline access to resources /materials and personalize learning path..
- Outdated design, platform compatibility problems, lack of face-to- face interaction.



Competitive Research & Analysis

Analysis of current trending LMS apps in the market. BlackBoard, Talent LMS, Coursera and Absorb LMS are taken into account.

	Blackboard	talentlms	coursera	absorb
Best for Automation	●	●	●	●
In-built Gamification	●	●	●	●
Easy to deploy and use	●	●	●	●
AI Features	●	●	●	●
Scalability & Flexibility	●	●	●	●
Cost effective	●	●	●	●
Tracking & Analysis	●	●	●	●
Learning Community	●	●	●	●
Customization	●	●	●	●
Feedback & Reviews	●	●	●	●
Chat Support	●	●	●	●

User Persona - HR Admin



Olayinka Abidoye

Age: 33 years old

Education: MSc. Human Resource Mgt

Hometown: Lagos, Nigeria

Occupation: HR Training Manager

Family: Married

"HR Managers often have so many duties to juggle, such as frequent meetings with department heads, keeping up with industry changing trends, managing both employees and upper management hence unable to devote enough time for learning & Training development "

Goals

- Yinka wants a system that implement a culture of continuous learning in the organization.
- He also aims for continuous tracking and improving of employee skill development
- User-friendliness and platform accessibility are essential for him, in course creation and learning management

Frustrations

- Yinka do not have the time to generating training programs' reports for management
- He's also concerned about the iterative task of organizing and updating training materials across departments
- He's uncertain about how he can engage remote employees in training programs and as well track employees' progress across various courses and skill levels.

Yinka is a dedicated HR training manager with 7 years of experience in HR, specializing in employee development, working for a mid-sized retail and finance company with 500 employees across 3 locations. However, he is having difficulties balancing the diverse training needs of different departments in the organization

User Persona - Trainer



Philip Nwani

Age: 38 years old

Education: BSc Statagic Marketing

Hometown: Lagos, Nigeria

Occupation: Corporate Training Specialist

Family: Single

"With rapid changes in technology and industry best practices, Corporate trainers are impelled to balance quality and quantity of training content "

Goals

- Philip wants to efficiently create and manage online courses for diverse learning needs.
- He also aims to implement adaptive learning pathways based on individual performance as well as track learners progress.
- Intuitive course asset creation and Virtual classroom / webinar integration for live training sessions that foster a culture of continuous learning.

Frustrations

- Philip said it is time-consuming course creation process, especially for multimedia content.
- He's also concerned about the limited collaboration tools for working with experts and personalizing learning experiences for a global workforce.
- He's unclear about measuring the long-term impact of training programs on job performance and maintaining high completion rates by employees.

Philip is a vibrant and agile corporate trainer, who values the culture of continuous learning within a corporate organization for employee training and development. But, he is limited with a system that can manage the diverse learning needs of a multi-generational workforce.

User Persona - Employee



Motunrayo Olamide

Age: 40 years old

Education: BSc. Computer Science

Hometown: Lagos, Nigeria

Occupation: IT Sales Specialist

Family: Married

"Tech-savvy are often busy and on-the-go but they need to stay updated in this era of digitalization by continuous learning "

Goals

- Motunrayo wants to improve her Improve leadership skills
- She also aims to lead by example by completing mandatory compliance training within a shortest timeline as an employee and team lead in her department.
- Social learning features to connect with peers thereby staying updated on industry trends.

Frustrations

- Motunrayo do not have the time for learning due to workload in digital marketing.
- She is concerned about personalizing learning recommendations and having a social learning features to connect with peers.
- She's unsure of the possibility of having a mobile-friendly interactive content for learning on-the-go.

Motunrayo was recently promoted as a team lead in digital marketing role in her organization. She values data privacy and security compliance as well as keeping track of learning progress and obtaining certifications but she needs a seamless user experience device for learning on-the-go and also integrate with her work calendar for scheduling.

Unique Selling Point

- Adding Gamification on the LMS can make learning more enjoyable and motivating, increasing user engagement and retention, opportunities to apply learned skills in practical contexts and gaining points/ badges. Also It allows adaptability to difficult levels based on individual progress
- Peer learning facilitates collaboration and communication among learners, reducing isolation in online environments. Collaboration in peer learning can improve communication, teamwork, and leadership skills. Also, Peer reviews and discussions can offer diverse feedback, complementing automated assessments.
- Integration into existing HR System.