

# Review of Course Offerings for ABC Company

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### Objective

The objective of this analysis is to determine opportunities to increase course attendance, reach more learners, and create a consistent Education Centers (EC) look/feel and experience for individuals visiting the EC website. The analysis included reviewing course offerings on websites and recommending best practices for writing course titles, course descriptions, and learning objectives.

### Summary

A varied sample of on demand, in person, and webinar courses were reviewed for consistency, accuracy, and target audience alignment. The recommendations in this report are the result of interviewing EC staff and reviewing courses on Momentus and Docebo.

The key areas of opportunity are the IT systems used for course deployment, lack of standards and guidelines, and quality control. Detailed findings in this report support these opportunities.

Other areas of opportunity were found and not addressed in this report are the need for strategic planning of curriculums, clear roles and responsibilities, and process flows.

### Findings

#### User Experience

The user experience to view courses, register, and see course history is cumbersome. Registration requires eight to nine clicks. To access courses users have to registered for or completed, they must log into two different systems, one for webinars and in person (Momentus) and another page (Docebo) for on demand. There is not one place where a user can see all course registrations and course completions.

When accessing View My Course History on the registration confirmation page in Momentus, a user must sign in again, even though the user is already logged into Momentus. This causes confusion for the users to determine which system they are in.

#### In Person Course Registration

Although the confirmation page that appears on the website after registration includes course title, location, date, and time, the registration information is incorrect as it provides information on how to log into a webinar. This can cause confusion for the user thinking they registered for a webinar instead of an instructor led course. The email confirmation sent to a user after registration is the same layout and text as the confirmation page on the website providing inaccurate information.

#### Course Profile Page

The sampling of course profile pages reviewed found inconsistency in fonts, formats, and layouts. The font size is Ariel 14 which is large for web window size causing too much scrolling. The differing in layouts from course to course does not establish a consistent look and feel.

#### Course Descriptions

The sampling of course descriptions lacked clarity of course content and what the learner can expect to learn. Many course descriptions were wordy, not concise, and uninteresting which can impact the learner from registering. There is also an inconsistency in voice/brand and format.

### **Instructor Information**

The instructor bios and information sampled were inconsistently written and were too lengthy.

### **Grammar and Formatting**

Throughout the sampling of profiles, the following grammar and formatting issues were found:

- Fonts used are not on Brand.
- Bullet points are not the same from one course to another.
- Passive voice is used instead of active voice.
- Parallel construction in sentences and bullets points was missing.
- Use of commas in object strings is inconsistent.
- Inconsistent use of Learner/Participant/Customer.
- Red font is used to highlight information.
- Underline is used to highlight information which can easily be confused with hyperlinks.

### **Learning Objectives**

Learning objectives are key for interesting learners to take a course. They describe what the learner can expect after attending the course. The following issues were present when reviewing the learning objectives in the courses.

Learning objectives:

- Are inconsistently titled, Learning Objectives or Learning Outcomes
- Are not written from the learner's perspective.
- Do not have parallel construction.
- Lacked action verbs.
- In some cases, are written as agenda topics.

Recommendations

The following recommendations, based on findings, are provided to assist with increasing course attendance, reaching more learners, and creating a consistent EC look/feel and experience for individuals visiting the EC.

Finding Reference	Recommendation
User Experience	1. Use one platform to access ABC Company EC training catalog, register for courses and track completion. It is recommended to use Docebo similar to how other companies do in the industry.
User Experience	2. Test all pages in ABC Company EC webpages to ensure the links redirect users back to ABC Company home page.
In Person Course Registration	3. Correct confirmation page content to reflect the correct course offering information. 4. Correct email templates to reflect the correct course offering information.
Course Profile Page	5. Adjust font size and font to better suit the web page size and reduce scrolling.
Course Descriptions	6. Create a standards and guidelines document and train those who are required to create course descriptions on how to use the standards. 7. Conduct an audit of all courses against the standards and update courses not meeting the guidelines. 8. Provide training to SMEs on how to create effective course descriptions and course titles.
Instructor Information	9. Create a template for instructor bios to ensure consistency and conciseness.
Grammar and Formatting	10. Conduct an audit of all courses against the standards and update courses not meeting the guidelines. 11. Establish a standard guidelines quality check process for new course profiles.
Learning Objectives	12. Provide training to SMEs on how to write effective learning objectives.