From Learning Objectives to Learning Object
Health Sciences Library Digital Solutions

Key Roles

- Content Experts (You!)
Nobody knows your content better than you do. Our team can guide you and facilitate the process of converting your content into an engaging and effective learning object; but we need you to tell us what you want to teach. Part of the planning process is us learning about you and your instructional goals.

- UX (User Experience)
Your objectives won't be met if the final product isn't appealing or easy for your users to use. Navigation, design, human factors: these considerations are an integral part of creating the user experience. With over 15 years of expertise in this area, our team can help you craft a successful user experience.

- Technology Team
UX is an important component of an effective digital learning object, but if the object fails to perform or users' actions produce inconsistent results, your message is lost. Our technology team works side-by-side with our UX experts to ensure the technology used in the learning experience remains "invisible" to the user.

- Users
Users are learning from your content so your learning object should be built for them, not just for you. By soliciting iterative input from your user base, we confirm/ensure your message is on track. Using agile methodology, adjustments can be made more economically and easily throughout development cycles than at the final delivery of your product.

Methods of Communication

Just because there is a flashy new technology, that doesn't mean it will be an effective method to communicate your message. By researching and gathering input from your audience, we can use that information to determine the best medium and method with which to deliver your learning object.

- Mobile applications
- Computer-based simulations
- Illustrations or animations
- Video or audio presentations
- Booklets or pocket guides
- Online courses

Process of Creating Learning Objects

PLAN 1
Instructional goals
Objectives
Content
Know your users

It starts with an idea!

In the planning process, our team will conduct a needs assessment to learn more about your project goals.

This needs assessment, combined with interviews, research, and mindmapping will fuel our brainstorming sessions and help us develop a thorough, well-structured plan.

We'll also research and gather input from your user base so we have clearly defined your audience.

DESIGN 2
Storyboards
User experience
Get feedback

Let's map it out.

Storyboards or wireframes are an invaluable UX component. Using wireframes, our user experience experts can quickly sketch how your content could be communicated most effectively.

To ensure our user experience plan is on track, usability testing (e.g., eye-tracking and wireframe click-throughs) may be used before we begin development. Getting input from users is crucial in all stages.

DEVELOP 3
Code, draw, create
Get feedback

Build, input, repeat...

We use an agile methodology approach in both project management and development. Agile methodology is the practice of working in iterative sprints or cadences.

Iterative sprints enable our team to respond efficiently to input from you and your users. These incremental work cadences allow us to address potential variances early in our development cycle which helps us stay on task and on budget.

TEACH 4
Communicate
Engage and educate
Get feedback

Teach and learn...

Projects are run through final usability testing (e.g., user testing, focus groups, soft launches) before they are officially delivered.

We'll also conduct a project wrap-up meeting with you, exploring questions related to the project, our process, and your users' input.

Project Examples

- Physician Faculty Development
Learning Objective: Develop teaching and clinical skills of community-based teaching faculty.
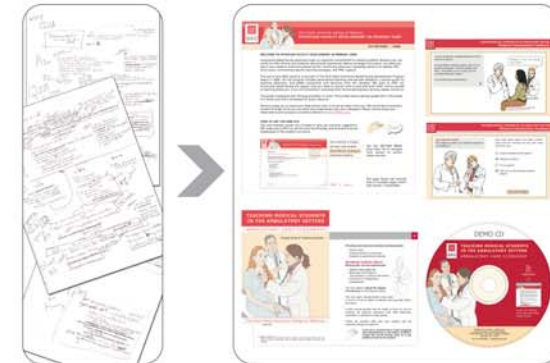
Pages and pages of content were transcribed by our UX experts into an engaging, interactive learning object through use of illustrations, animation, and clever formatting of content. The format of the content made it easy for users to successfully scan and absorb teaching points. Visual icons served to draw the users' attention to key areas of focus such as tips and example quotes.

Formatting and design elements were used consistently throughout all project media (CD, website, and pocket guide) forming a cohesive style which permitted alternating between the various media non-disruptive. This consistency also lends a professional appearance to the final product which promotes credibility of the learning materials.

- P.O.C.H.E.T. (Point of Care Health Education Text)
Learning Objective: Connecting clinical practice to the basic science behind that practice.

Information relevant to patient care must be available at the point of patient care to maximize physician use of medical information. This is particularly important for medical students as they depend most on reference materials in their day-to-day care of patients.

An online resource is being created that will provide the capability for content experts to add and edit their data. Data from the website will also be viewable on a mobile app as users will primarily be accessing this information on-the-go. (currently in development)

THE OHIO STATE UNIVERSITY Health Sciences Library