Digital Learning User Journey Map

A guide to the Digital Learning user's end-to-end experience with our department that highlights goals, actions, emotions, touchpoints, and pain points.

Context

Awareness
How do users discover our products?

Goal(s)

"I want to find training resources to help me utilize the products and platform effectively."

Learners prefer "official" resources from Cisco Meraki or trusted partners

Key Touchpoints

- Sales Rep / Account Manager
  Employer or colleague recommendation
- Cisco & Partner Platforms
  (Cisco U, Black Belt, Partner Portal, SalesConnect, etc.)
- Official emails or links from Cisco Meraki
  (Product shipped email, Dashboard and Documentation links)

Selection
What do users consider when choosing our products?

"I want to choose learning resources that are specifically relevant and beneficial for my needs."

Learners prefer guidance on where they should start and filtering options to identify relevant courses/modules quickly.

"I want to begin my learning journey smoothly and effortlessly."

Learners prefer a single sign on (SSO) experience.

Key Touchpoints

- Sales Rep / Account Manager
  Employer or colleague recommendation
- Meraki Learning Hub
  Cisco & Partner Platforms
  (Cisco U, Black Belt, Partner Portal, SalesConnect, etc.)
- Official emails or links from Cisco Meraki
  (Product shipped email, Dashboard and Documentation links)

Adoption
What impacts users' interactions with our products?

"I want to acquire skills and knowledge that will enable me to excel in my daily work tasks."

Learners prefer media rich content with interactive elements to practice skills.
Learners also like feedback on their knowledge check responses.

Key Touchpoints

- Absorb
  Xyleme
  Cisco & Partner Platforms
  (Cisco U, Black Belt, Partner Portal, SalesConnect, etc.)
- Absorb Emails
  (Enrollment, Completion reminders, etc.)

Retention
Why would users re-engage with our products?

"I want to continue learning and know what modules I should engage in next."

Key Touchpoints

- Absorb
  Xyleme
  Cisco & Partner Platforms
  (Cisco U, Black Belt, Partner Portal, SalesConnect, etc.)
- Absorb Emails
  (Completion notification)

Advocacy
Why would users share our products with others?

"I want to share these training resources with others who may find them helpful."

Key Touchpoints

- Absorb Emails
  (Completion notification)
  Certificate of completion / micro-credentials
- ???

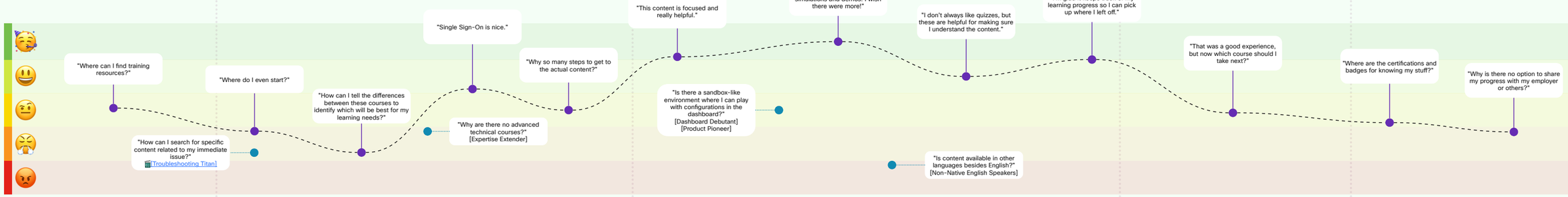
Experience

Core Engagement Metrics

Awareness	Selection		Adoption	Retention	Advocacy
Unique Visitors • Khoros • Google Analytics	Signups	Launches	Monthly Active Users	Repeat Users	[TBD]

Other Health Metrics

Awareness	Selection		Adoption	Retention	Advocacy
Customer Effort Score (CES) Google Analytics • Traffic sources • Page views	Customer Effort Score (CES) Google Analytics • Page views • User flow chart • Clicks on "enroll" button	Customer Effort Score (CES) Absorb • # of Enrollments#	Customer Satisfaction Score (CSAT) Absorb/Xyleme • Learner hours • % Complete	Customer Satisfaction Score (CSAT) Absorb/Xyleme • Average # of modules per learner	Customer Satisfaction Score (CSAT) Absorb/Xyleme • # of shared badges/certifications (**potential**)



Research Insights

— Unawareness of Training Content —

Many of our customers remain **unaware of the Learning Hub** and the valuable training content available, missing out on opportunities to enhance their skills and knowledge.

[After opening up Learning Hub]
"Is this new? Didn't know it was there. Thank you for pointing it out!"

— Overwhelmed Learners —

Many of our learners, especially Dashboard Debutants, struggle with their initial engagement on the Learning Hub. They **don't know where to start their learning journey**.

[Referring to the Learning Hub]
"I don't know which would be the best resources to watch or read"
[Dashboard Debutant]

~ Quickly Find Information ~

Learners, such as the Troubleshooting Titan, need to quickly find specific content and don't have time to figure out which course it's in and click through pages and pages of learning content.

[Referring to finding learning when troubleshooting an issue]
"Even if I know what I want, I have to search for it in Meraki Learning and I don't have time at that stage."
[Troubleshooting Titan]

~ Too Many Clicks to get to Content ~

While the enrollment button on the Learning Hub is easy to find, learners are frustrated by how many clicks it takes to get to the actual content (e.g., log in process, have to "enroll" for each course/module)

"kind of annoying [that you] have to click on 'enroll' so many times"

~ Desire for More Advanced Trainings ~

Veteran networking specialists want **more technical and advanced trainings** so they can better take advantage of the features included in the devices and platform.

"The content is too intro level...too general."
[Expertise Extender]

+ Love Interactive Content +

Learners love our interactive elements such as labs, demos, and simulations.

"Interactive elements like labs are my choice of learning experience. Being able to figure it out yourself and understand it at another level helps me learn new material."

~ Sandbox-like Lab Environment ~

Learners may not have access to hardware or the dashboard yet (especially Dashboard Debutants and Product Pioneers), so the ability to use a sandboxed environment to understand the configuration options would be helpful.

"It would have been better if I'd done the training and then immediately got my hands on some hardware to actually try and apply the knowledge because I've probably forgotten about half of it."
[Dashboard Debutant]

— Content Translations —

Non-native English speakers often require more time to finish learning content because of the additional cognitive effort needed to translate or comprehend English material.

"Eventually [my colleagues] stop advancing in their learning because they only see material in English"
especially Spanish and Portuguese

— Re-Engage with Existing Learners —

Many of our learners who have previously engaged with our content **do not return to the Learning Hub**, missing out on updated and new training materials that could further enhance their skills and knowledge.

"I wish you guys had newsletters for training and news. It would be good to get notices about new courses from you guys."
[Feature Finder]

~ What's Next? ~

Learners feel uncertain about which courses they should enroll in next (ties back to consideration stage).

"Sometimes you finish a section and go, 'What's next?' You just browse and hope something appeals to you. If I don't know what training I should do, I am reluctant to go back to the Learning Hub."

~ Lack of Incentives and Recognition ~

Learners want to be rewarded for going through the training content. Badges and certifications are common within networking training and learners expect some sort of certification.

"[Certifications] are pretty important for our company and in this role. Our director was happy when we got those since we're so heavy in Meraki."

~ Employer Tracking ~

Employers don't have the ability to assign or track the learning progress of their employees.

"I'd like to be able to assign training modules to each member [of my team] and be able to check in on progress of each member. Currently each member has their own log in and I have no idea if they are participating in the training or not."

Opportunities

1 Promote Learning Hub

Promote the Learning Hub resources within the Cisco Meraki ecosystem. For example, part of sales pitch, part of other training efforts (e.g., Black Belt, Firejumper), links in Dashboard and Documentation pages, links elsewhere on official websites.
[IN PROGRESS]

1 Guiding to Right Content

Implement filtering and sorting options to help learners find relevant content more quickly. Introduce a guided "start here" navigation.

2 Searchable Learning Content

Help learners find specific learning content by making our Xyleme content searchable.

3 Improve Login Process

Help learners get to content quicker by reducing the number of clicks from the "enroll" button on the Learning Hub to the actual Xyleme learning content.
Ideally, only require learners to log in once.

4 Develop Advanced Training

Identify additional advanced topics to help Expertise Extenders take advantage of the full power of the platform.

1 Promote Interactivity

Increase interactive elements within the learning content. Connect a sandboxed dashboard experience with learning content so learners can practice.
[R/W DEMO IN PROGRESS]

2 Translate Content

Most of our learners are non-native English speakers. We should identify which languages will have the most impact and translate our learning content into those languages.

1 Marketing Newsletter

Reconnect with learners through newsletters highlighting new courses

2 Course Suggestions

Help learners know what courses they should take next through learning paths and/or AI suggestions
[IN PROGRESS]

1 Recognition & Rewards

Further research on the types of recognition and rewards that motivate learners most would help decide how best to incorporate badges and certifications into our learning ecosystem.

2 Learner Management

Learners need the ability to easily share course completion reports AND managers need the ability to assign and track learning progress of employees.