COURSES 101

JollyDeck Courses 101

Creating Top-Notch Learning Courses with JollyDeck and The Coach

This document is your guide to **building** an attractive, effective and engaging **learning course**, delivered **via The Coach**.

The Coach is a user-friendly and engaging way to deliver world-class digital learning via an interactive, artificially intelligent tutor.

Backed by our easy-to-use content editor and powerful learning analytics, The Coach will help you manage the e-learning process more easily than ever before.

Benefits for you

Own your content!
Learning content in JollyDeck is easy to create and even easier to modify.

Works on all devices!
No worries about appearance on different screens or devices. The Coach always looks great.

Less admin!
The Coach supervises your users' progress and performance. Someone slacking? The Coach handles nagging, too.

Individualized learning!
The Coach detects each learner's knowledge gaps and works to elevate individual users' knowledge levels.

Multilingual!
Because English is not the world's only language. Contact us with your needs regarding The Coach's other languages.

Real-time analytics!
Always current, always relevant. F2F or Classroom training? Available as needed to better engage with the individual. Track big picture KPIs on your smartphone. Export any data, for whatever need. The choice really *is* yours.

Benefits to your learners

Any device, anytime, anywhere.
Desktops, tablets, laptops or smartphones, on a plane or deep in the Sahara. The Coach has it covered, on the web or via our iOS or Android apps.

Easy to use.
Login to JollyDeck from anywhere, and start learning.

Fun!
Learn by chatting with The Coach. Much better than suffering, all alone, through the typical e-learning course.

Learning with The Coach

Let's clarify how The Coach helps facilitate your users' learning.

We meet again, Apprentice-san!

Excited to start your new training?

I am, Master

I'm happy to hear that

If you're ready, let's start with a Content Card

Card 01/18

All about complaints

Let's look at complaints, because the shiny new Complaints Handling Process is all about, guess what? Complaints.

So it's really important for you to be able to identify what constitutes a complaint.

Luckily, the FCA definition of a complaint hasn't changed, so let's refresh our neurons.

OK, I got that

You read very fast

You know I might ask you a question or two about this card at the end of the course?

I understand, Master

Micro-learning session

Typical JollyDeck learning sessions proceed through conversation between a user and The Coach.

This includes both the learning content and some running commentary. The commentary helps spice up the user experience and promotes interactivity.

No need to worry about generating clever dialogue! The chat logic of The Coach is built into the JollyDeck system. All you need to focus on is your learning content.

Content Cards

Content Cards are the building blocks of every course.

Users are required to familiarize themselves with each Card's content before proceeding on through the course.

Chatting with The Coach

The Coach's commentary helps ensure users don't skim through content.

Additionally, having a few chat lines between Content Cards makes the whole learning experience less formal, and guards against learning fatigue.

Here's another one then

📄 Card 02/18

The ingredients of a complaint

tap the card to read it

I got it

All right then

On to the questions...

❓ Card 03/18

What's a method of communication that DOESN'T count towards our having received a complaint?

⊗ By letter

⊗ By tweet

⊗ By phone call

✓ By telepathy

⊗ By voicemail

⊗ wrong answer   Oops!

So disappointing

I bet it WAS you who emptied that bottle of sake in the cupboard!

It wasn't me, Master

Craft your Content Cards

Content Cards can be created and edited in our Content Editor. Editing Content Cards is extremely straightforward, as you will see shortly.
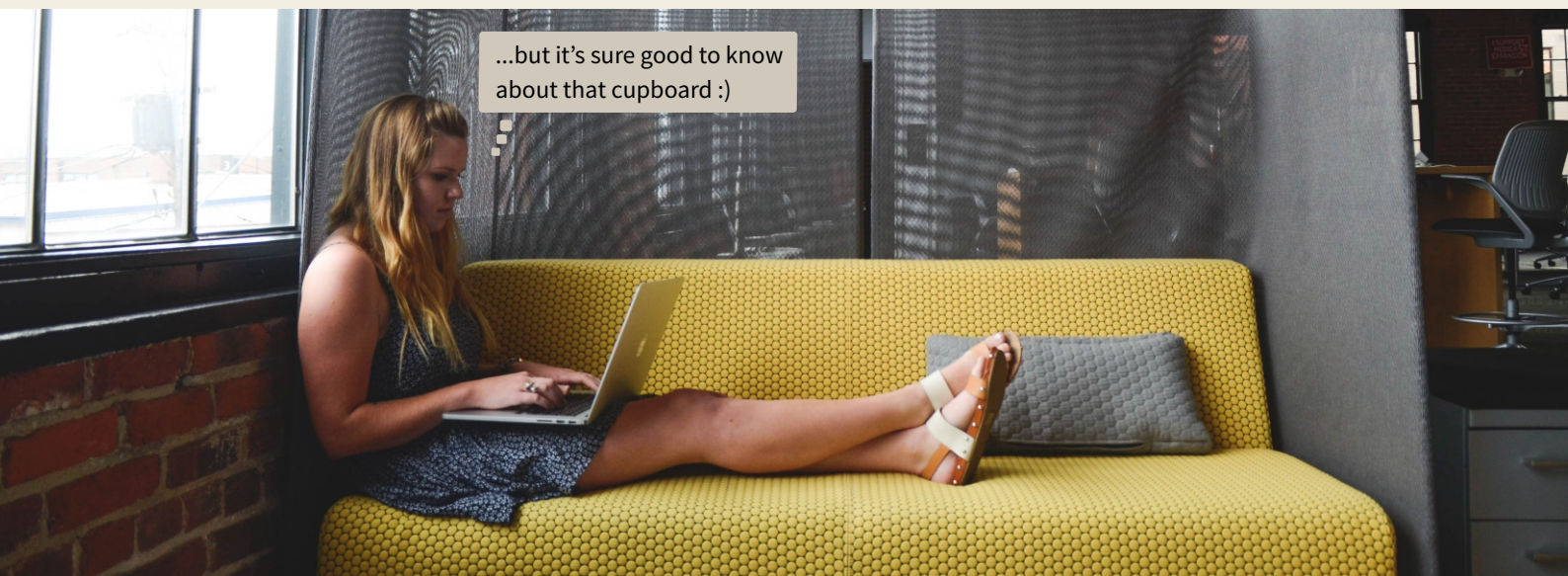
Question Cards

Combining content with questions makes the learning experience even more interactive.
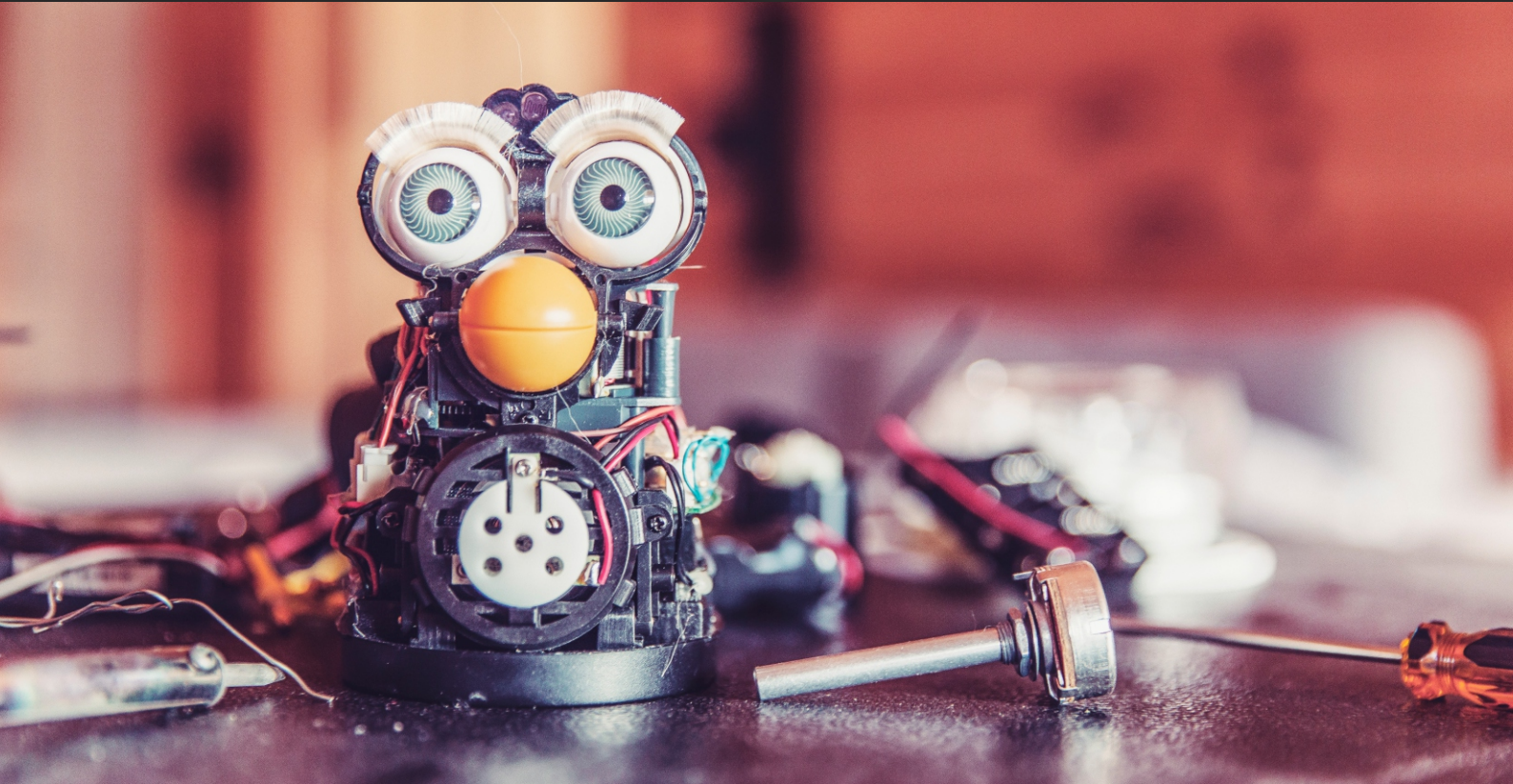
In the mood

Wrong answers will upset The Coach! But it's all for a good cause — effective learning. Generally, everybody is happy by the end of the course.

...but it's sure good to know about that cupboard :)

Creating a Learning Course in a Nutshell

1. Align learning objectives to the target audience

2. Start crafting your Content Cards

3. Get tough with the Question Cards

4. Schedule the Course Modules

5. And... you're done

1. Align learning objectives to the target audience

Your objective

That your users maximise their knowledge gains and enjoy their learning as much as possible.

Your users' objective

To waste the least amount of energy and time getting through the learning content.

The good news is that people genuinely like to learn, especially when they find the content interesting and beneficial. So consider the following when you start building a new course:

- Focus on what users really need to learn. You can evaluate their baseline knowledge at the same time (check Chapter 3).

- Be clear about why this new learning is important for their work. For example: did your company suffer financial or some other type of loss that could have been prevented? Well there's your rationale.

- Make learning content easy to read and to understand. Producing a 60-slide presentation is easy; getting to the core use case that covers the main points in 15 slides—not so much. Address the fringe scenarios elsewhere.

- Focus on the practical implications of new knowledge. Example: having completed course X, you've now got access to the updated version of system Y, where it is significantly easier to log complaints.

To be fair, it's not always easy to build up genuine learning interest (especially in compliance training). In such cases, being straight-forward about the business need, and, enforcing your compliance message with on-the-ground stories, will put you off to a good start.

2. Start crafting your Content Cards

You've got your learning objectives clarified and outlined.

Now, it's time to log into the JollyDeck Dashboard and start typing!

Hint: Start by creating a top level list of Content Cards. This will clarify the the scope of your course.
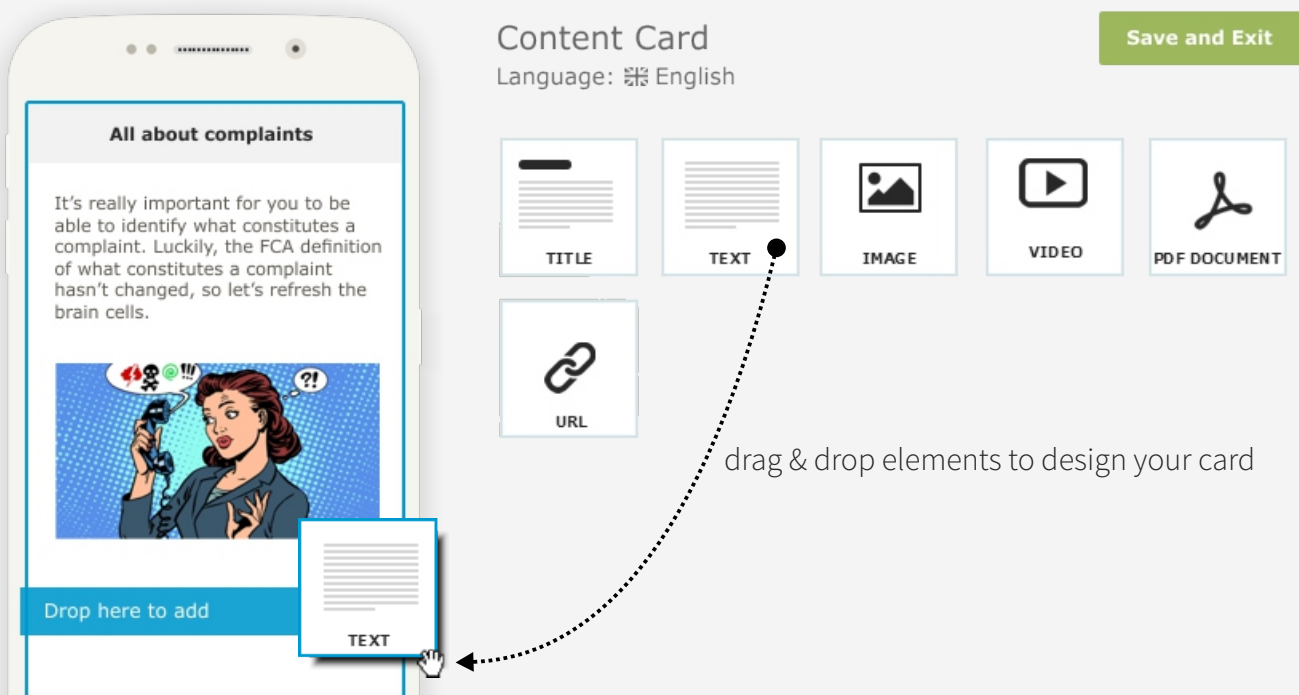
Clarity plus Brevity are a winning combination! We've seen a lot of content creation using JollyDeck. We know that the most successful learning content follows these two rules:
- Keep it short
- Make sure it's easy for users to understand.

< FCA compliance training

Module 1: List of cards

- All about complaints
- What's a complaint
- More about complaints
- Why we need to get complaints handled right
- The ingredients of a complaint
- Material Distress: a definition
- Material Inconvenience: a definition

Authoring for dummies

Editing Content Cards in JollyDeck is very straightforward. Anyone with an idea about content can have a go without feeling chased away.

Content Card
Language: English

All about complaints

It's really important for you to be able to identify what constitutes a complaint. Luckily, the FCA definition of what constitutes a complaint hasn't changed, so let's refresh the brain cells.

Drop here to add

TITLE   TEXT   IMAGE   VIDEO   PDF DOCUMENT

URL

TEXT

Save and Exit

drag & drop elements to design your card

The thing we can never emphasize enough?
Keep your Content Cards short!

So how short is 'short enough'?

- If your card looks too short then it's probably just fine.

- If it feels too long then it's content should probably be split up into multiple cards.
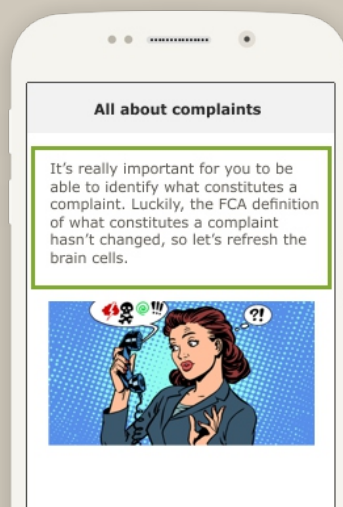
A quick Rule of Thumb:

If you can comfortably read a text-only Content Card in less than 30 seconds, you're definitely on track.

Keeping your content reasonably short means that you're making it **mobile friendly.** Scrolling through long screens on mobile devices is *not* a pleasant experience.

The JollyDeck editor allows you to preview your card directly on a mobile phone screen as you create it. You get immediate feedback on the actual card length.

All about complaints

It's really important for you to be able to identify what constitutes a complaint. Luckily, the FCA definition of what constitutes a complaint hasn't changed, so let's refresh the brain cells.

Edit Content Card
Language: ⚓ English

Enter text:

It's really important for you to be able to identify what constitutes a complaint. Luckily, the FCA definition of what constitutes a complaint hasn't changed, so let's refresh the brain cells.

Cancel   Save changes

While Content Cards can contain any type of content, most of them will probably be a simple combination of text and images. We've recently published a couple of blog posts on content creation that you might find useful when dealing with Content Cards:

- 7 tips to seduce your learners with attractive copy

- 7 tricks to make use of images in your learning courses (and make learning content less evil)

While theorists still cannot agree about the final definition of **microlearning,** it's certain that short Content Cards with clear and straightforward content (whether text, images or video), are a step in the right direction.

3. Get tough with the Question Cards

Combining Question Cards with Content Cards is a great way of learning because:

- Questions break up the monotony when consuming content;

- Questions demand that the learner react;

- Questions kick users out of their comfort zone and make them think.

- **Bonus benefit:** responses to questions will later provide you with valuable information about your users' knowledge levels.
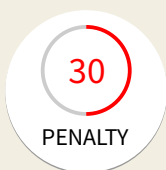
Here are a few ideas about how to use questions to your advantage:

- Ask questions before you've presented the relevant content to gain insight into baseline knowledge levels.

- Asking a related question later on helps determine knowledge gains.

- Use questions to teach new things. You can use explanations at the end of the question loop to provide more context.

- Break the learning mold and throw in a literal 'wild card' with a bit of trivia that is somehow related to your course. While including marginally relevant 'fun facts' could seem like a distraction, it actually re-engages the learner. Being canny about the power of course-related trivia may become a favorite item in your learning toolkit!

Use of images helps engage visual learners. Both questions and answers in The Coach can include images. Combine images and labels to create visually appealing Content Cards and make options easier to understand.

☑ **Mark important questions**

The Coach uses the theory of **Spaced Repetition*** to reinforce the information designated 'most important'. Mark your most critical questions in the JollyDeck editor and The Coach will make doubly sure that users get them right.

Over time, as we move further from the initial learning, we forget more and more. **Spaced Repetition** is a technique for revisiting information at gradually increasing intervals. This is key to retaining information. In other words, to transfer information from your short-term to long-term (i.e. permanent) memory, it needs to be embedded more than once.

4. Scheduling the Learning Modules

A typical learning course contains a high number of cards. Breaking such courses into a few modules, and scheduling them every few days, accomplishes two things. First, you'll be able to create microlearning 'packages'. This allows for clear achievements in relatively short periods of time. Second, spaced repetition helps The Coach to consolidate the user's knowledge.

How does that work? We'll tell you! The Coach suggests, rather than enforces, the schedule. This allows some users to finish all modules in a single session; others will postpone follow-up modules for a day or two. The Coach has it all handled with smart notifications—meaning fewer logistics for you.

Following are some key questions to understand when creating learning modules.

What's the ideal module length?

In an ideal world, a single learning module should take the User from 5 to 8 minutes to complete. This means (assuming you managed to keep your cards short), that your module should be between 10 and 15 cards. (Don't forget that chatting with The Coach takes time too, as do the retakes of wrong answers at the end of each module).

What's the ideal number of modules?

Again, that depends on the content. However, in our ideal world, a course would have no more than 2-3 modules. Why? Because when increasing the number of modules you propel churn rates.

Remember! If you deal with learning content that is very long, or complex, there is always the option of creating several shorter courses out of the longer content.

What is the ideal frequency for sending out learning modules?

There is no one answer to this question. Frequency depends on:
• How busy your users are;
• Importance of/timely need for the learning content;
• Course deadlines;
• Length of the modules;
• ...and many other reasons.

Note: Several studies suggest that your people have just under 1/2 hour per month to learn new stuff. Given this time constriction, a module every 3-4 days is considered ok. But there's nothing wrong with one module per week.

No pestering on weekends!

The Coach will never remind users about new modules during free days. So, if the next module in line falls on the weekend, The Coach will automatically re-schedule it on Monday.

5. And…. you're done!

You're ready to launch your learning campaign!

Once it's live, you can check the JollyDeck Dashboard for a number of course activities and real-time analytics:

82%
Course completion rate

User engagement

Your top level view of engagement, course completion metrics, and knowledge metrics.

79%
Right first time

'Right first time' is the indicator of baseline knowledge displayed. It is the percentage of all questions answered correctly on the first attempt.

Right first time: Question analysis

What's a method of communication that DOESN'T count towards our receiving…   **72%**

A complaint is only a complaint if the person who's complaining is an eligible person…   **36%**

It can only be eligible for a complaint if the expression of dissatisfaction is about an…   **95%**

About JollyDeck

At JollyDeck we've mastered the digital learning experience! Our virtual coaches fight learning fatigue with a unique attitude and engaging quirkiness. Powered by artificial intelligence, they personalise each user's learning path, maximizing overall learning efficiency.

Learning outcomes are measured in real-time via a [powerful ACME analytics framework](#) (Acquisition, Conversion, Measurement, Evaluation).

Jollydeck's clients have reported savings in time, money and effort, whilst achieving the highest engagement and success rates in the industry.

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Struggling with compliance training engagement or poor analytics?

We'd love to hear from you!