Thinking Outside the Learner Performance Box with xAPI Data

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What are we doing with our xAPI data?

What we want to know:

"Is our learning effective?"
"Are they better at their jobs now?"

What we end up asking:

"Did they complete the course?"
"How did they do on the test?"
When this doesn’t work: Mobile learning

Traditional training:

I learned something

I practiced what I learned

I executed what I learned

and practiced

Mobile learning:

I learned something

I forgot what I learned but that's OK

because I always have my phone

“Just-in-time training”

“Performance support”

“Workflow learning”
# Things we could know

<table>
<thead>
<tr>
<th>Category</th>
<th>Question</th>
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<tbody>
<tr>
<td>Usability</td>
<td>“Can learners quickly and easily access the information they need?”</td>
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<td>Relevance</td>
<td>“Is the content appropriate for the intended audience?”</td>
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<td>Performance during task execution</td>
<td>“Can learners complete a task faster with an application than without it?”</td>
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<td>“What is the path they take to find content?”</td>
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<td>Performance over time</td>
<td>“Do learners continue to use the application?”</td>
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<td>“How long is the average session?”</td>
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Use case: Financial literacy mobile app

Sen$e mobile application

- Financial literacy microlearning content
- Tailored to military personnel and families
- Organized by major life stages
- Mini-games
- Financial tools
- Gamification elements
- Content reviews
What are your stakeholder’s priorities?

Technical:
- App uptime

User Experience:
- Usage of various features
- Usage of additional resources

Content applicability:
- Match of content to life stages
- User ratings of content
- Usage of related content

Learning:
- Responses to quiz questions
- Usage of financial tools
“As part of IET, you know you’ll want to learn about your Leave and Earning Statement. Locate and access information about your LES, specifically items you should look for and pay attention to.”
OBJECTIVE: MAKE FINANCIAL LITERACY CONTENT READILY AND EASILY AVAILABLE AND ACCESSIBLE TO SEN$E APP USERS

Desired Outcome: End users can readily access basic answers to financial questions and/or find additional resources at each major life stage

- Sen$e app is available 99.95% with no unscheduled down time
- Users are accessing content associated with major life events (15%)
- 60% of app reviews are 4 (of 5) star or better
- End users have accessed additional resources (at least 30% of users)
- Help desk tickets are resolved within 24 hours

Desired Outcome: End users utilize the app’s learning material

- End users are completing the assessments (3%)
- App number of -downloads greater than 15 (downloads are measured by the number of new users in the period)
Example: Are the major life events relevant to users?

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Desired Outcome: End users can readily access basic answers to financial questions and/or find additional resources at each major life stage

- Sen$e app is available 99.95% with no unscheduled down time
  - Satisfied
- Users are accessing content associated with major life events (15%)
  - Not Satisfied

PERCENT OF ALL USERS IN THE TIME PERIOD THAT ACCESSED ANY CONTENT IN A MAJOR LIFE EVENT

![Bar chart showing the percentage of users who accessed content for different major life events: Marriage (5%), Expecting a Child (3%), Divorce (2%), Disability (1%)]

% of Users Who Accessed Content

- Marriage
- Expecting a Child
- Divorce
- Disability
Usage and Demographics

**Return Rate**
- 2.62
- How often do users return?

**Returning Users**
- 139
- Visitors who came back after an absence

**New Users**
- 294
- New users created in this period

**Total Visitors**
- 385
- Total unique visitors this period

**NEW USERS BY BRANCH**
- Did Not Am... 68.2%
- Army 21.1%
- Air Force 5.0%
- Navy 3.6%
- Marines 1.8%
- Coast Guard 0.4%

**NEW USERS BY RANK**
- Did Not Am... 67.9%
- E5-E9 15.7%
- E2-E4 11.8%
- O1-O3 2.1%
- O4-O6 2.1%
- W1-W5 0.4%

**NEW USERS BY YEARS IN SERVICE**
- 0 - 1 5.4%
- 2 - 5 3.3%
- 6 - 9 5.0%
- 10 - 13 3.2%
- 14 - 16 1.8%
- 17 - 21 4.6%
- 22 - 25 1.4%
- 26 - 28 0.4%
- 29 - 32 0.7%
- Did Not Am... 68.2%
Are users interacting with the content?
Contact information

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