

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:

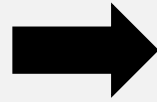
“Did they complete the course?”
“How did they do on the test?”

When this doesn't work: Mobile learning

Traditional training:



I learned something

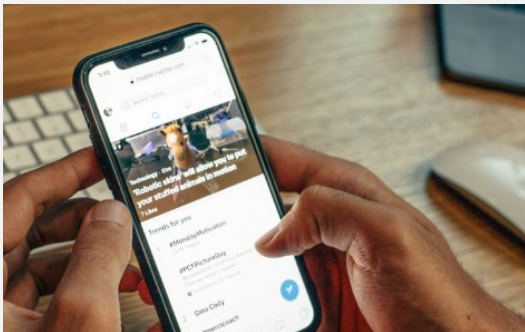


I practiced what I learned

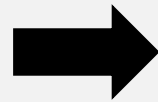


I executed what I learned
and practiced

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

Usability

“Can learners quickly and easily access the information they need?”

Relevance

“Is the content appropriate for the intended audience?”

Performance during task execution

“Can learners complete a task faster with an application than without it?”

“What is the path they take to find content?”

Performance over time

“Do learners continue to use the application?”

“How long is the average session?”



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

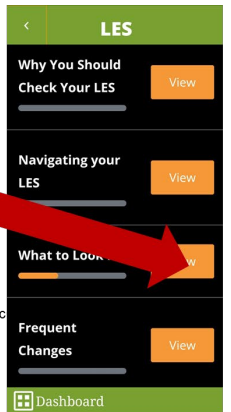


Constructing xAPI statements

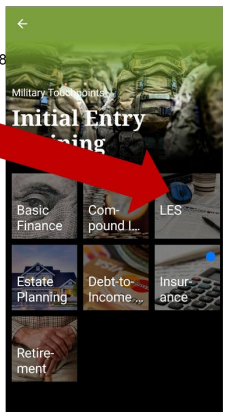
“As part of IET, you know you’ll want to learn about your Leave and Earning Statement. Locate and access information about your LES, specifically items you should look for and pay attention to.”

```
{
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      "name": "8f6f67f5-c307-4304-ae1f-5253264d974a"
    }
  },
  "verb": {
    "id": "http://adlnet.gov/expapi/verbs/experienced",
    "display": {
      "en-US": "experienced"
    }
  },
  "object": {
    "objectType": "Activity",
    "id": "tag:adlnet.gov,2013:expapi:0.9:activities:ofr-frpal://activity/7247ef2f-1e7e-403f-86bf-27d13bff1fab#/id/5a5e5c",
    "definition": {
      "type": "http://adlnet.gov/expapi/activities/lesson",
      "name": {
        "en": "What to Look For"
      }
    }
  },
  "context": {
    "contextActivities": {
      "parent": [
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          "id": "tag:adlnet.gov,2013:expapi:0.9:activities:ofr-frpal://activity/7247ef2f-1e7e-403f-86bf-27d13bff1fab#/id/5a6138",
          "definition": {
            "type": "http://adlnet.gov/expapi/activities/module",
            "name": {
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            }
          }
        }
      ],
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          "definition": {
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            }
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          "description": {
            "en": ""
          }
        },
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          "definition": {
            "type": "http://activitystrea.ms/schema/1.0/group",
            "name": {
              "en-US": "Initial Entry Training"
            }
          }
        }
      ]
    },
    "timestamp": "2019-08-06T15:27:30.958Z",
    "id": "51d9ecc5-1e9e-4c96-a675-148d60a8149c",
    "version": "1.0.1",
    "stored": "2019-08-06T15:47:45.951Z",
    "authority": {
      "objectType": "Agent",
      "account": {
        "homePage": "https://test.lrs.io/keys/test/",
        "name": "test"
      }
    }
  }
}
```

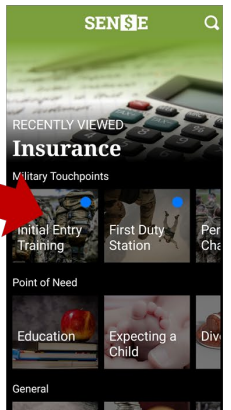
3. Lesson



2. Course



1. Topic Area



Sen\$e Dashboard



- Executive
- Usage
- Developer
- Configuration

Sen\$e Executive Dashboard

Today Week Month Quarter Custom Filter

Selected Date Range: 4/1/2022 to 6/30/2022

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

? Satisfied

► Users are accessing content associated with major life events (15%)

? Not Satisfied

► 60% of app reviews are 4 (of 5) star or better

? Satisfied

► End users have accessed additional resources (at least 30% of users)

? Not Satisfied

Help desk tickets are resolved within 24 hours

? No Data

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

► End users are completing the assessments (3%)

? Satisfied

► App number of ~downloads greater than 15 (downloads are measured by the number of new users in the period)

? Satisfied

Example: Are the major life events relevant to users?

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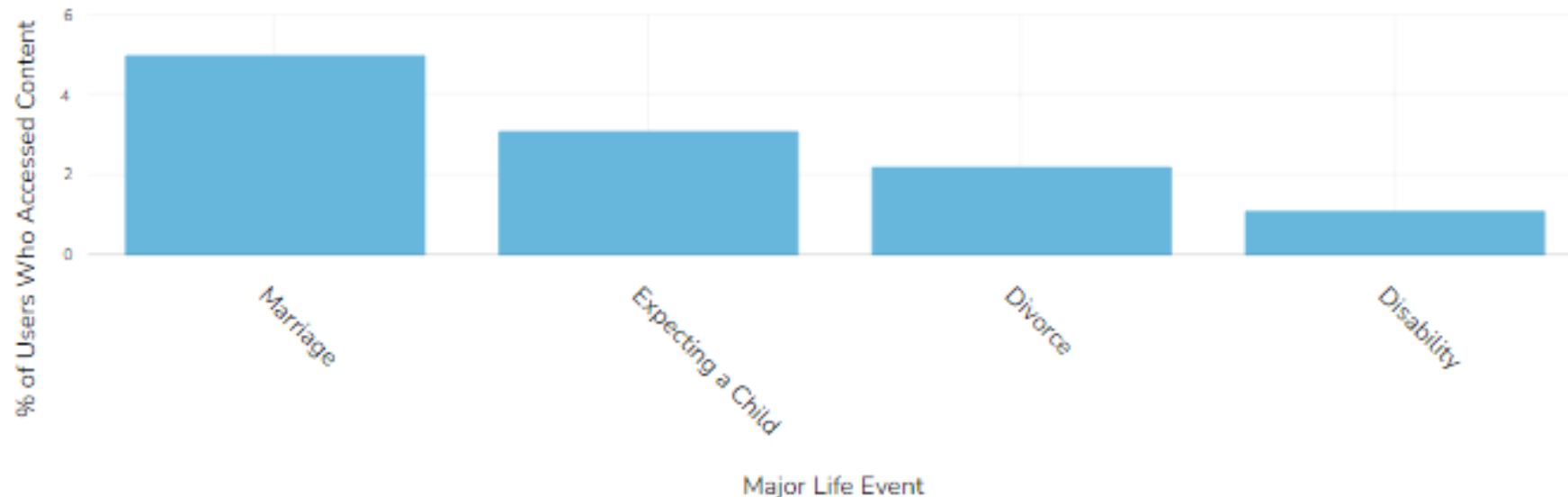
SenSe app is available 99.95% with no unscheduled down time

? Satisfied

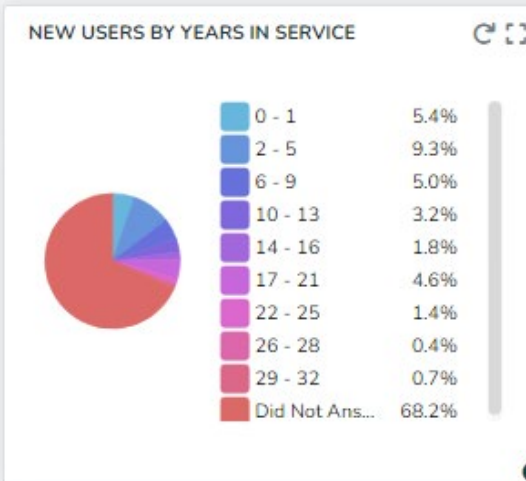
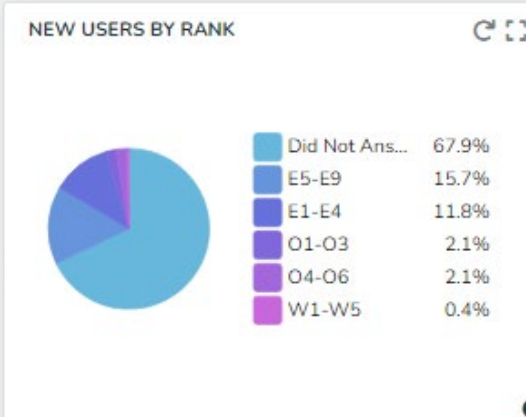
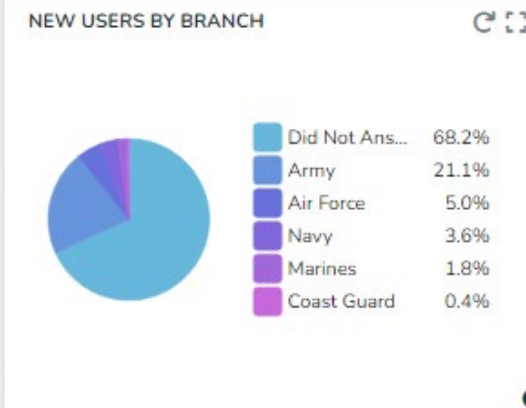
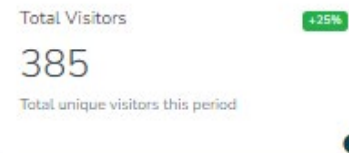
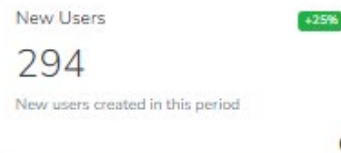
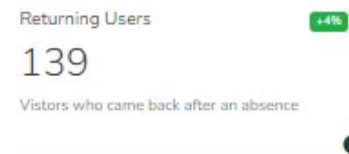
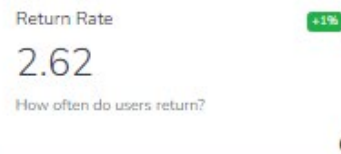
▼ Users are accessing content associated with major life events (15%)

? Not Satisfied


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



Usage and Demographics



Are users interacting with the content?

 Sen\$e

Executive

Usage

Developer

Configuration

CONTENT WITH NO INTERACTION

assessment-retirement

tag:adlnet.gov,2013:expapi:0.9:activities:ofr-frpal://activity/3a4746b0-c630-4d52-9b27-48a61cb24f59#/assessment/5b199d7d07f8b0d355e38ac1

Last Seen: 2022-03-21T03:59:08.210Z

First Seen: 2021-05-06T16:02:46.833Z

assessment-planning-for-a-child

tag:adlnet.gov,2013:expapi:0.9:activities:ofr-frpal://activity/56f7e8cb-7fd0-4ca8-9a34-f001e20fa282#/assessment/5aaab722c44af56557ddb254

Last Seen: 2022-03-16T20:36:05.921Z

First Seen: 2020-12-22T15:39:39.445Z

assessment-before-child-arrives

tag:adlnet.gov,2013:expapi:0.9:activities:ofr-frpal://activity/56f7e8cb-7fd0-4ca8-9a34-f001e20fa282#/assessment/5aaab722c44af56557ddb256

Last Seen: 2022-03-06T16:25:34.551Z

First Seen: 2020-12-22T15:46:49.288Z

assessment-protect-yourself

tag:adlnet.gov,2013:expapi:0.9:activities:ofr-frpal://activity/70f34a40-5ea1-4fdf-8041-a738b83cb2fb#/assessment/5acd2210c44af56557ddb8a0

Last Seen: 2022-02-18T15:58:58.617Z

First Seen: 2021-05-06T15:45:53.008Z

assessment-general-retirement-information

?

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