

Experience Canvas

Use this canvas to design or redesign eLearning experiences. Pair with the eLearning Evaluation Scorecard to assess quality and consistency.

 LEARNING OBJECTIVE Questions: What should learners do, decide, or apply after this experience? How will we know? Why it matters: Clear objectives keep the course focused on performance, not content.	 AUDIENCE & ASSUMPTIONS Questions: Who is this for? What do they already know? What constraints, motivations, or misconceptions might they bring? Why it matters: Better design starts with realistic assumptions about learners.	 ATTENTION HOOK Questions: How will we grab attention? What question, problem, or tension pulls them in? Why it matters: Without attention, learning doesn't start.	 PRIOR KNOWLEDGE BRIDGE Questions: What familiar experience can we connect this to? What can learners predict, recall, or recognize? Why it matters: New learning sticks when it connects to what people already know.
 ACTIVE ENGAGEMENT Questions: What will learners do, decide, or interact with? Where do we shift from telling to involving? Why it matters: People learn more by thinking and doing than watching or listening.	 REINFORCEMENT & SPACING Questions: How will key ideas be revisited? What will help learners remember and retrieve this later? Why it matters: Reinforcement turns exposure into memory.	 CONTEXT & APPLICATION Questions: How does this apply to real work? Where do learners practice judgment or action? Why it matters: Learning sticks when it feels personally useful and job-relevant.	 TAKEAWAYS Questions: What should learners say, think, or do after this? What's easy to recall or share? Why it matters: Clear takeaways extend the learning beyond the course.

Experience Canvas - Sample

Use this canvas to design or redesign eLearning experiences. Pair with the eLearning Evaluation Scorecard to assess quality and consistency.



LEARNING OBJECTIVE

Questions: What should learners do, decide, or apply after this experience? How will we know?
Why it matters: Clear objectives keep the course focused on performance, not content.

Pause, inspect, and verify
suspicious requests before acting.



AUDIENCE & ASSUMPTIONS

Questions: Who is this for? What do they already know? What constraints, motivations, or misconceptions might they bring? **Why it matters:** Better design starts with realistic assumptions about learners.

Employees know phishing basics but may trust familiar names, polished messages, and urgency.



ATTENTION HOOK

Questions: How will we grab attention? What question, problem, or tension pulls them in?

Why it matters: Without attention, learning doesn't start.

Urgent CFO/payroll email:
"What would you do?"



PRIOR KNOWLEDGE BRIDGE

Questions: What familiar experience can we connect this to? What can learners predict, recall, or recognize?

Why it matters: New learning sticks when it connects to what people already know.

Identify what feels unusual:
urgency, sensitive request,
unexpected action.



ACTIVE ENGAGEMENT

Questions: What will learners do, decide, or interact with? Where do we shift from telling to involving?

Why it matters: People learn more by thinking and doing than watching.

Decide, inspect hotspots, evaluate clues, and respond to realistic scenarios.



REINFORCEMENT & SPACING

Questions: How will key ideas be revisited? What will help learners remember and retrieve this later?
Why it matters: Reinforcement turns exposure into memory.

Reuse **Pause. Inspect. Verify.** across scenarios and retrieval questions.



CONTEXT & APPLICATION

Questions: How does this apply to real work? Where do learners practice judgment or action?
Why it matters: Learning sticks when it feels personally useful and job-relevant.

Apply the behavior to email, Teams, payroll, and DocuSign requests.



TAKEAWAYS

Questions: What should learners say, think, or do after this? What's easy to recall or share?

Why it matters: Clear takeaways extend the learning beyond the course.

Pause. Inspect. Verify.
You don't need proof—just
enough uncertainty to slow down.