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Capture

Shape your problem and audience needs, before you shape and test out your digital learning solution.

5C Framework for successful digital learning

Capture:
The first C of the 5C framework

We recognize that great digital learning comes from more than the tools you use to create it. Based on our experience of supporting millions of learners, the Elucidat 5C Framework sets out **essential steps** for achieving the best outcomes for learners and your business.

When we talk about learning we're really talking about changing people's behaviours and habits. To be successful you need to get under the skin of who your audience is, what will really help them perform better, and what will engage them.

This template will help you get a clear picture of the changes you need your audience to make and what will help them get there. We suggest you work through this guide **as a team**, inviting all of the relevant stakeholders. Getting this input at the beginning will get you off to the right start.

Need some support? Find out more about our Learning Consultancy team and our coaching and design services at each stage of the 5Cs Framework.

① What are you doing?

The starting point for every elearning project should be its goal. Ask yourself what you're trying to achieve and why. The more measurable your goal is, the easier it will be to demonstrate effectiveness later. These questions will help you clarify your goal.

Describe the purpose of your digital learning project in 10 words. How will it help people achieve a business or personal goal?

What does success look like? What will your project DO in the real world that you'll be able to measure?

What else will help drive the outcome? Other interventions, coaching, management support, communications?

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② Who is it for?

Get crystal clear on who your target audience is. Use the table below to create three sample personas that represent different subgroups within your audience. This will help you personalize your learning experience later on.

Create profiles for your audience	Persona A:	Persona B:	Persona C:
What do you need them to do better/more of?			
What is blocking them from doing so right now?			
What will be genuinely useful to them to help them get there?			
What would motivate them to use your product?			
When are they likely to learn? Dedicated time slots, in between tasks, at home...			
What do they need to learn and what can they look up at the moment?			

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③ Does it need to be personalized?

Personalizing your content makes it feel relevant to individual learners and means you can communicate specific learning points rather than generic ones.

Based on the profiles you just created, could you tailor your content in any of the ways below to reach your audience effectively?

Content tailored to role?	Content tailored to level of experience?	Content tailored to capability?	Any other tailoring?
Y / N	Y / N	Y / N	Y / N

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④ What will make it a success?

Now you've considered your goals and your audience, is your project just/all about "learning" or are there other aspects involved too?

If my project can...

...it will be a success

Examples: Drive motivation/awareness/skills/on-the-job resources/managerial engagement

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⑤ How will you make it widely available?

Your full audience should be able to access your elearning in a way that suits their needs. This considering the devices you optimize for, the languages you deliver content in and any accessibility requirements you need to design for.

Which **devices** will your learning access the elearning on? Use bold to indicate the primary device.

Desktop	Laptop	Mobile
Y / N	Y / N	Y / N

Which **languages** will you deliver the elearning in?

Do you have any **accessibility** requirements, such as screen reader compatibility, keyboard interaction etc?

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⑥ How will you get there?

What process might you need to use to get to the final product?

Make note of some key steps, then use it as the basis for a more detailed schedule. Consider content gathering, prototyping, building, reviewing, testing etc.

Step 1	Step 2	Step 3

How can you be sure your project is going in the right direction, along the way?

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(7) Who and what can help you get there?

Make a note of people who have skills/expertise to help you get your project up and running, and where you have materials you can draw on or repurpose.

Who *Consider subject experts, writers, designers, curators etc.*	What *What content do you already have and where can you find it?*

Where might you need additional help?

What would give you a return on investment for this project?
Consider reusability, more efficient authoring, shorter 'time to learn, positive feedback from learners etc.

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We hope you've found this guide useful!

Taking the time to understand your goals and audience means you can move forward into idea generation with confidence.

If you'd like one-to-one support from our Learning Consultancy team, please get in touch.

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