

Learning

Habit Loops

Hello!

I'm Srishti

About *me*

2004:
Craft-oholic

2014:
**Toys &
systems**

2019:
Edtech

2021:
**Learning in
public**

20XX:
?

2012:
**Industrial
designer**

2017:
**Design
researcher**

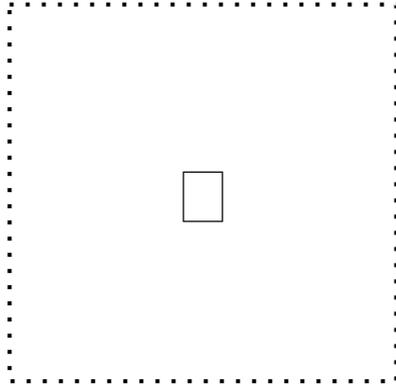
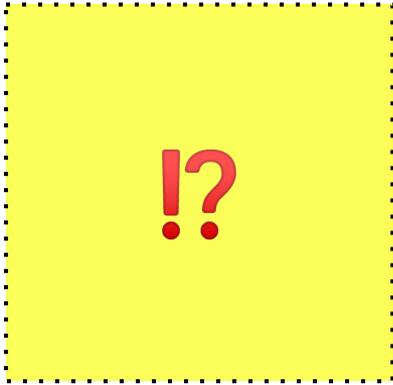
2020:
**Learning
experience
designer**

2022:
**Learning
Nerd's
Dairy**

What to *expect*



What to *expect*



Why
Learning
Habits

What to *expect*



Why
Learning
Habits



In
Action



What to *expect*



Why
Learning
Habits



In
Action



Learning
Habit Loops



What to *expect*



Why
Learning
Habits



In
Action



Learning
Habit Loops



Reflection
& QnA



Why Learning Habits

Quick show of *hands*

Quick show of **hands**

*Raise your hand if you resonate
with the following statements*

I *really* wanted to learn something but couldn't

I bought a book that is
gathering dust at home

I paid for a course but
could *not finish* it

Why do you think *so many*
of us have had the same
experience?

Learning fundamentally
is ***hard***

Intent

Intent + Agency

Intent + Agency
≠ Learning

Intent + Agency + ?
= Learning

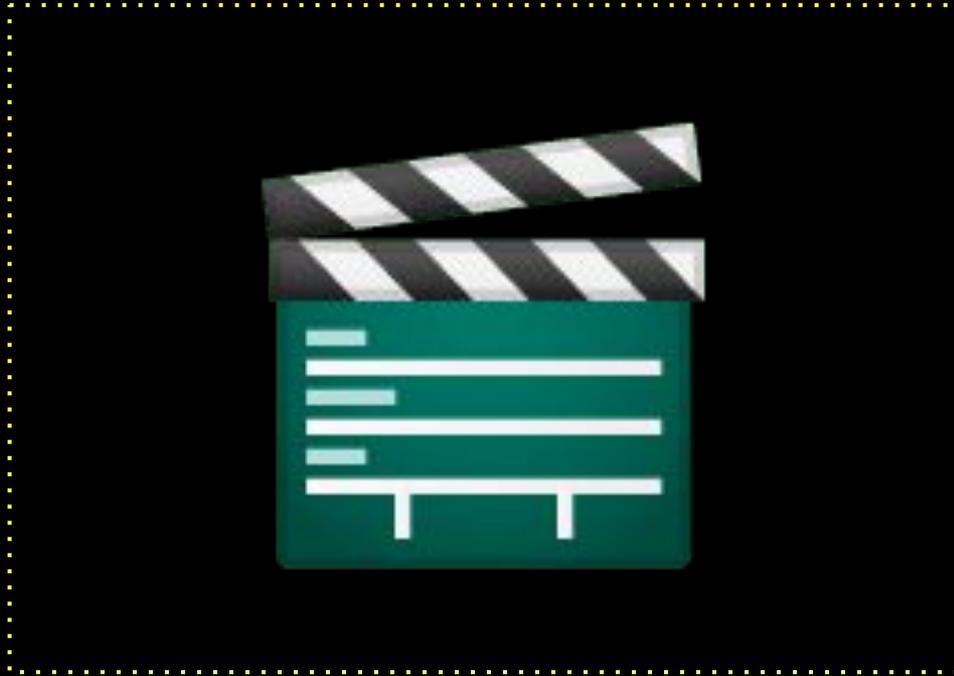
Intent + Agency + *Time*
= Learning

But how do you
solve for *time*?

Habit Building

This is where the
Learning *Habit Loop*
comes in

Let's start with
an example



In Action

nextleap

A year ago, we were building
a course
that helps people
transition into
Product Design

The course was *8 weeks*
long & meant
for people who were
not designers

At NextLeap,
we believe in
learning by *doing*.

We wanted our learners to
build a project
by the end of 8 weeks

Something that helps them
apply what they're learning
& build tangible
proof of work

If you were a learning
experience designer on the
team, how would you get
these learners to
consistently build?

Here is what we did...

We broke down the project
into ***small milestones***
mapped to every week

For this milestone, we gave
them a *brief* at the
beginning of every week
with clear output &
guidelines

Competitor Analysis

Due by : 22 Jan



Keep in mind

- Define a focus area that you want to do the competitor research on. This will keep your research structured.
- Remember to add the product you're designing to the analysis to see how your product compares to the competition.
- Know when to stop. Start with 3-5 main competitors. Once you uncover the information you need in order to inform your design

Example:

Here is a project on competitor research

We highlighted its *benefits*
and its importance in the
real world

Analyse the Competition

Due by : 13 Jan

What & Why

You don't need to reinvent the wheel. The biggest way in which we can learn from our hyperconnected world is by learning from others' successes & failures.

In the world of Product Design, competitive analysis is crucial to the foundation of the solution you are designing. It helps you understand the features, functions, flows, and feelings evoked by the designs of your competitors. By understanding these facets of competitors' products, you can strategically design your solution with the goal of making a superior product and experience.

When to do it?

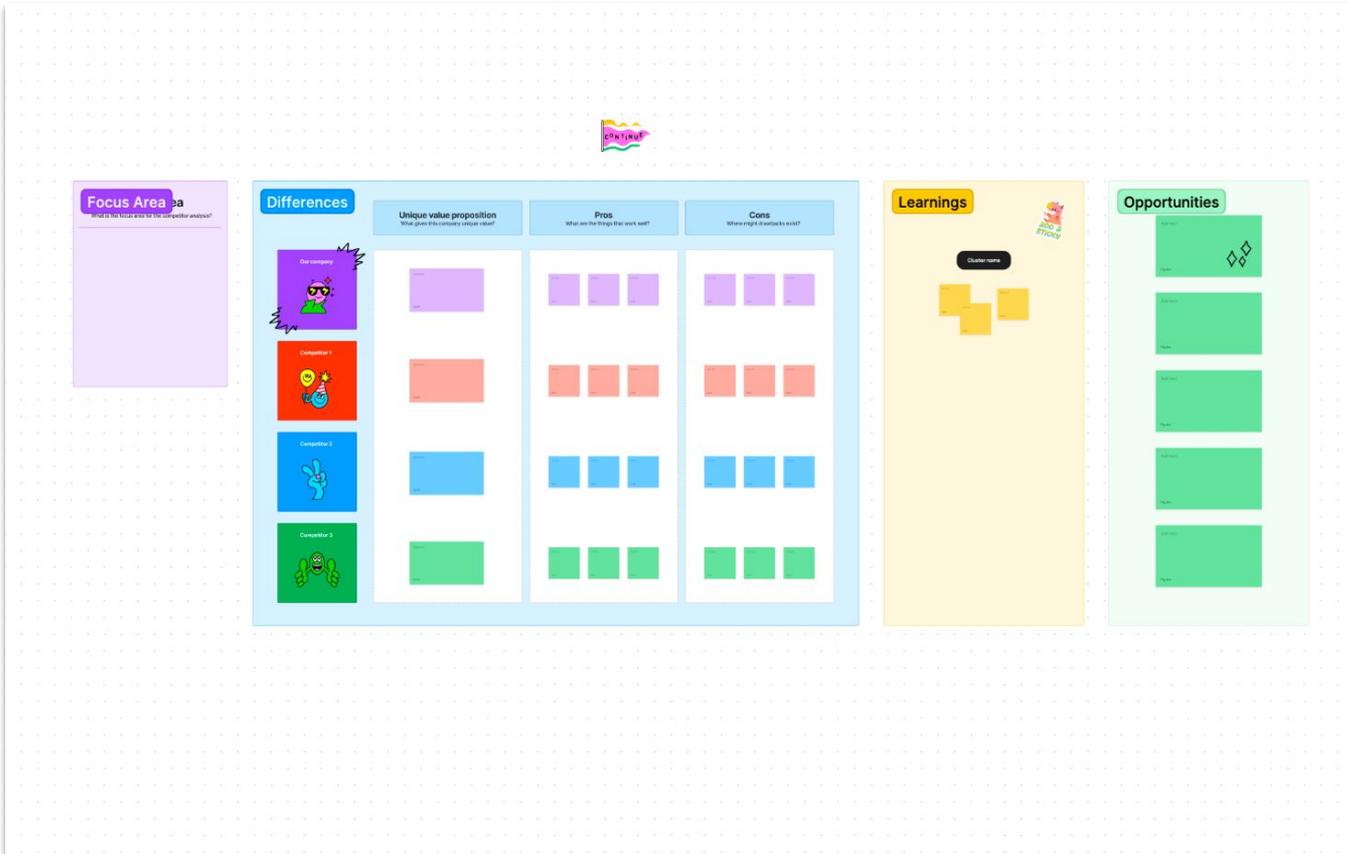
Competitor analysis is useful at different parts of the design process - from understanding the problem they are trying to solve & the value proposition to looking at the visual language and interactions.

Example:

Why do designers need to do competitor research?

At what points is this necessary?

We shared resources/
frameworks to
support their creation



Example:

- A template
- A sample output
- 3 common mistakes to avoid

And lastly, once they submitted, we gave them ***positive reinforcement***

WEEK 7: MOTION DESIGN

Week 7: Learning Champions



Aravind



Chetan



Divya



Hetal



Kome



Mohita



Nikhil



Nivedhasri



Miyal



Omkar



Paridhi



Punithavathi



Rishi



Siddhant

PRODUCT DESIGNER FELLOWSHIP

nextleap

Example:

- Did a public *shoutout*
- Got an expert to give them *feedback*
- Gave access to *bonus material*

In short,



Learning *Habit Loops*

Prompt □□

*What are we asking
our learners to do?*

Project brief that
unlocks at the
beginning of every week
with guidelines,
expected output

Prompt □□

What are we asking our learners to do?

Project brief that unlocks at the beginning of every week with guidelines, expected output

Highlight the ***benefit*** that they will get from working on this project and its importance in the ***real world***

Need ❤️

Why is this important?

Prompt □□

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Need ❤️

Why is this important?

Support their creation:

- A template
- A sample output
- 3 common mistakes to avoid
- The project in in the live session

Action 🛠️

How do we support action?

Prompt ☐☐

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Why is this important?

Delight ✨

Why should they do this again?

Once they submitted their project, we:

- ***Rewarded*** them
- Did a public ***shoutout***
- Got them expert ***feedback***

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This is the
Learning *Habit Loop*

Prompt



What are we asking our learners to do?

Need

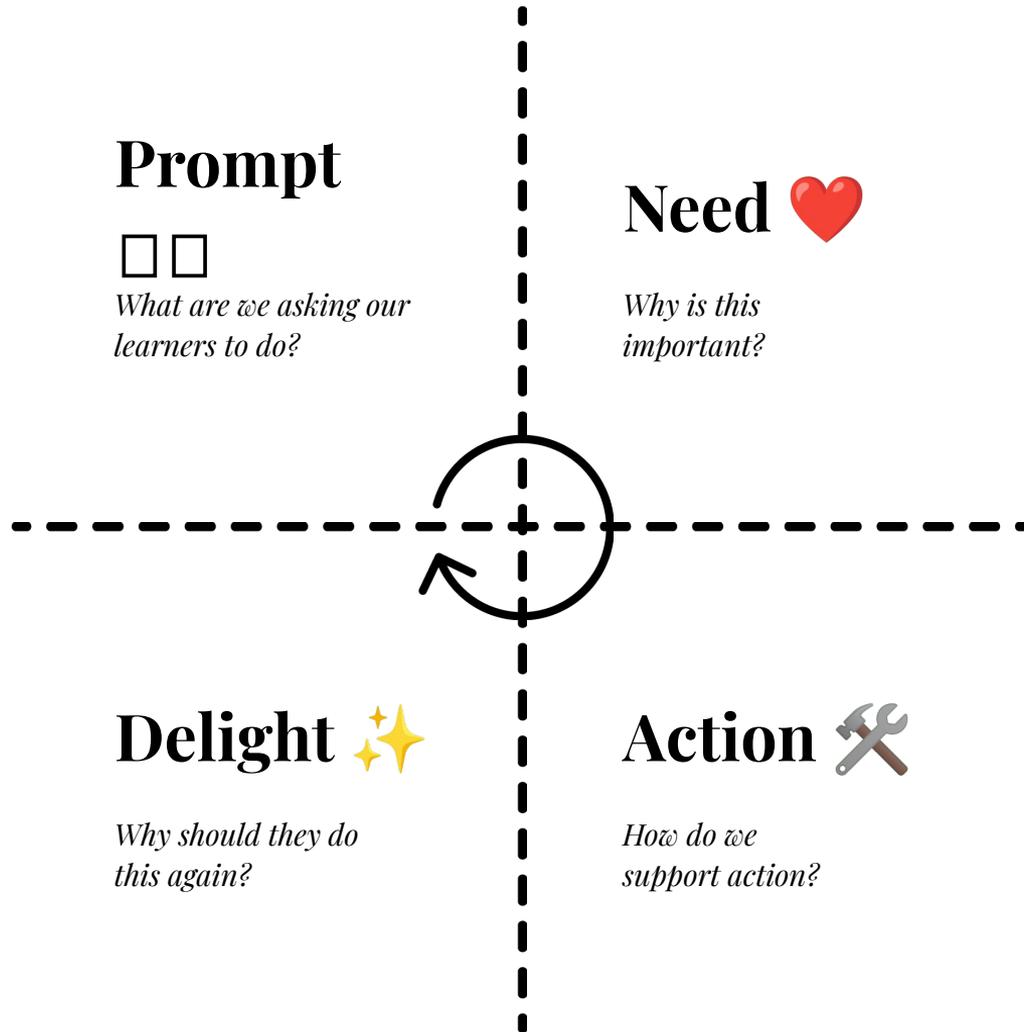
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Delight

Why should they do this again?

Action

How do we support action?



Where is this useful?

- Facilitate ***consistency*** in your learners
- Ensure that learners make the most of their ***time***
- Reinforce positive ***behaviours***
- Design learning ***cultures***

Here is a framework you can
use to ***build your own!***

Prompt ☐☐

What are we asking our learners to do?

- Brief
- Guidelines
- Output expected
- Task

Need ❤️

Why is this important?

- Needs/ pain points
- Expected growth
- Social proofing
- Relevance in the real world

Delight ✨

Why should they do this again?

- Rewards
- Feedback
- Celebration
- Progress/ journey

Action 🛠️

How do we support action?

- Resources/ Templates
- Frameworks
- Worksheets
- Examples
- Sample outputs



Reflection & QnA

What is *one challenge*
learning habits can help
you solve - personally or
professionally?

Type in the chat/ unmute yourself!

Questions?