Design Thinking Process for Genially Learning Experience

Empathize

Understanding the learner

The learning experience was designed for adult learners, specifically educators who are balancing professional responsibilities with ongoing learning. Consideration was given to time constraints, varying levels of digital confidence, and the need for practical and relevant content. Accessibility, flexibility, and real world application were prioritized to ensure the design reflects authentic learner needs.

Define

Framing the problem

Adult learners often struggle to engage with content that is too theoretical, time consuming, or not directly connected to their work. The problem was defined as a need for a learning experience that is interactive, efficient, and focused on practical application. The goal was to create a solution that supports immediate use in professional contexts while maintaining learner engagement.

Ideate

Generating solutions

Different design approaches were explored, including interactive content, scenario based learning, and the use of multimedia elements. Genially was selected as the primary tool because it supports interactive and non linear learning experiences. The focus was on creating opportunities for exploration, reflection, and active participation rather than passive learning.

Prototype

Developing the learning experience

A working version of the learning experience was created using Genially. The design included interactive slides, clear navigation, and structured content that is broken into manageable sections. Features such as clickable elements and guided prompts were used to support engagement and reduce cognitive overload. The prototype aimed to balance clarity, usability, and interactivity.

Test

Evaluation and refinement

The learning experience was reviewed through reflection and informal feedback to evaluate its effectiveness. Feedback was used to identify strengths in engagement and accessibility, as well as areas for improvement such as navigation and clarity. Revisions were made to improve flow, simplify content, and enhance the overall user experience. This process supported continuous improvement and ensured the final design remained learner centered.