

# Creating a User Journey for Asynchronous and Synchronous Learners

Jessica Jorgenson Borchert, PhD  
Pittsburg State University (KS)

[jjorgenson@pittstate.edu](mailto:jjorgenson@pittstate.edu)

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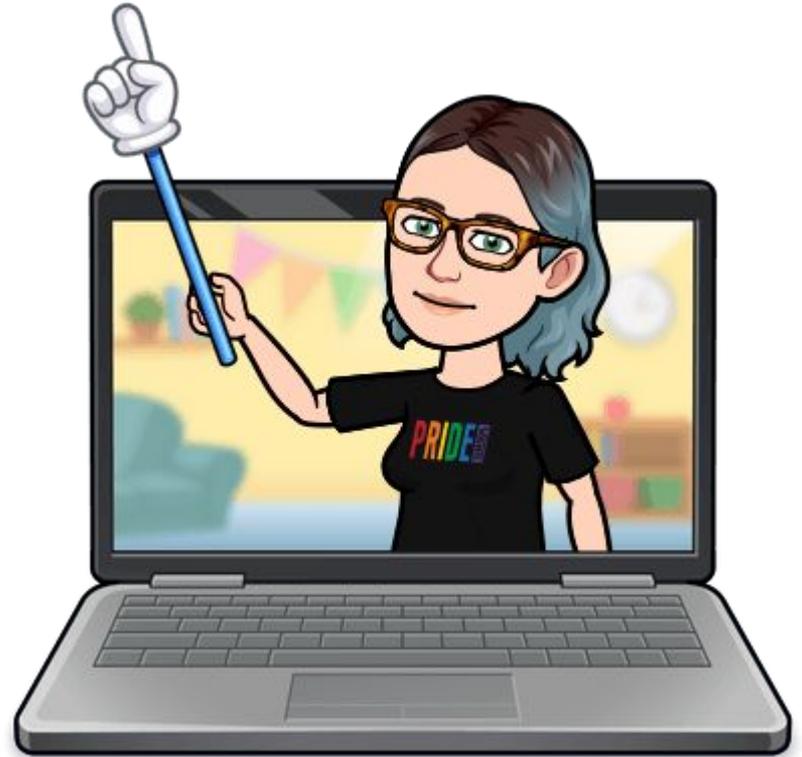
# Welcome and Introduction

- I have taught writing courses online since 2009, and during that time my online teaching has changed.
- This presentation will discuss how I created a user journey for asynchronous and synchronous (in person and Zoom) students.



# Background on my course(s)

- The course was scheduled in person, but I allowed students to attend asynchronously or synchronously, needed, which created a HyFlex course delivery. This happened throughout AY 20-21 and continues to be the situation.



# Flexible Course Attendance Policy Statement

## Flexible Attendance

This is an in person class, so when you can please attend in person. However, I can make Zoom available during times when attending in person is not ideal. Some people may need to attend the course in other ways, such as asynchronously, because of other responsibilities. Please reach out if you need some support in finding another way to attend class because of environmental or personal reasons. Please do not attend class if you are ill, or suspect you may have been exposed to illness.

# What is a User Journey?

User Journey is a term from User Experience (UX) that denotes the **experiences a user has in interacting with software or a web interface.**

**The user journey assumes the user has a goal in using the interface,** so when you design your LMS imagine the ways your students will use that space.

# **Think of your students as users!**

The biggest mistake online instructors make is that they don't consider how students become users in an online learning context.

**I'll share five tips to help you create a positive user journey.**

# Tip #1: Consider User Orientation

Set up your LMS for your user, starting with the homepage, and then continuing on throughout the LMS.

- Make sure to create a **home page or a landing page** with links to modules, major assignments, and other important content.
- Create a **“Start Here” module** to introduce students/users to the course, and ideally make this your first link on the home page/front page.

# Technical/Professional Writing



 Start here

 Syllabus

 Project 0: Emails

 Project 1: Corporate Communication

 Project 2: Extended Definitions

 Project 3: Infographic

 Project 4: Proposal

 Project 5: Global Communication

## Tip #2: Organize Content by project or timeframe

**All content needs clear organization.** Your LMS likely has this embedded in some ways, but you also need to create clear paths. I do this in two ways (and sometimes use both):

- **Project Modules:** All projects have their own module with ALL content related to the project, including Google Slides from class sessions.
- **Weekly Modules:** In Canvas, I create a page for each class day, and organize it by Weeks.

☰ ▾ Week 1 (August 16-20)



☰ 📄 Monday, August 16



☰ 📄 Wednesday, August 18



☰ 📄 ASYNCHRONOUS DAY. NO CLASS MEETING: Friday, August 20



☰ 🗨️ **Introductions**  
Aug 20 | 0 pts



☰ ▾ Week 2 (August 23-27)



☰ 📄 Monday, August 23



▼ Project 0: Introductions and Professional Emails		✓	+	⋮
⋮	 How to write a professional email (Indeed)	✓		⋮
⋮	 <a href="#">How to write a professional email</a> ↗	✓		⋮
⋮	 How COVID-19 is changing email	✓		⋮
⋮	 How to write emails in a pandemic	✓		⋮
⋮	<b>Google Slides from Class Sessions</b>	✓		⋮
⋮	 <b>Google slides from Tuesday, Aug 17</b>	<input checked="" type="checkbox"/>		⋮
⋮	<b>Project 0 Assignments</b>	✓		⋮
⋮	 <b>Project 0: Introductions</b> Aug 19   10 pts	✓		⋮
⋮	 <b>Project 0: Professional Email</b> Aug 26   25 pts	✓		⋮
⋮	 <b>Student Inventory (extra credit)</b> Sep 2   10 pts	✓		⋮

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# Tip #3: Create Multimodal content

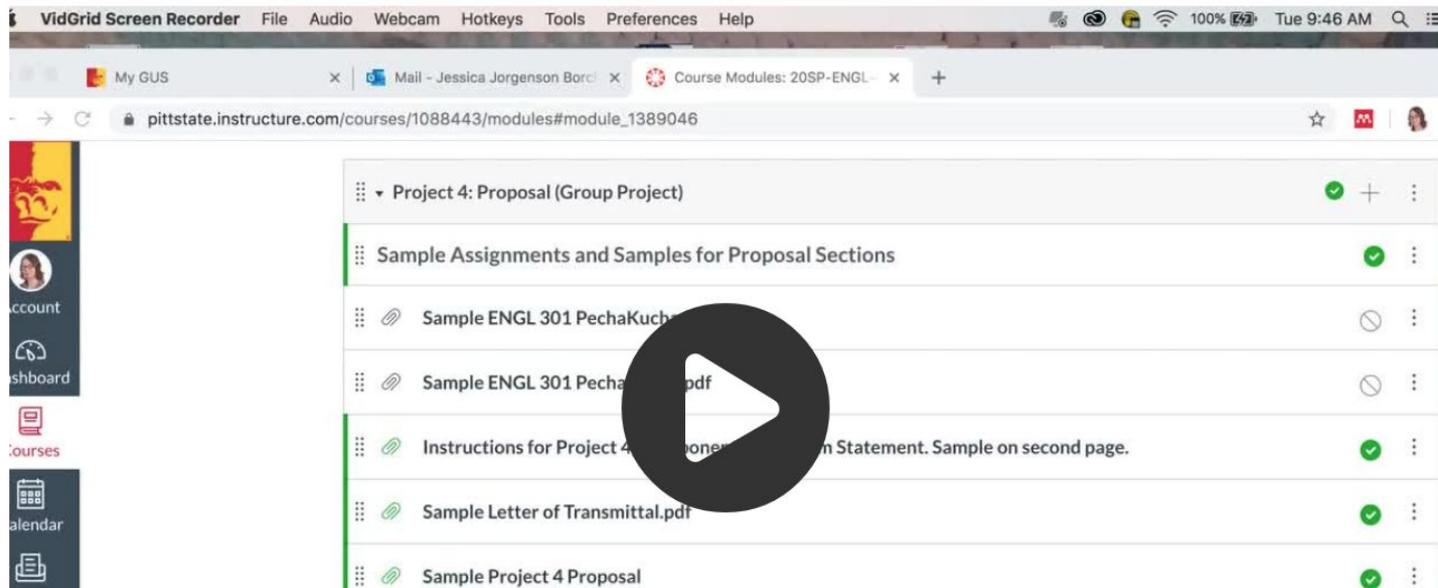
Giving students opportunity to explore through multimodal content is helpful:

- Create videos (**1-3minute videos**) that go over assignments
- Give students a 1 minute video snapshot of a concept or class day
  - I create TikToks for my class!
- Turn assignments into easy to read **infographics**

## End of semester reminders

The end of the semester is quickly approaching, so be aware of deadlines. **We don't have a final exam in t** any revisions you make to assignments are submitted before the end of our final exam time. We haven't c policies and I don't know if we will, so the registrar does have the final exam schedule and I do have this i syllabus. If you have any questions, please reach out.

Finally, take care and stay healthy! Be safe! I miss seeing you each Tuesday and Thursday.



The screenshot shows a web browser window with the address bar displaying `pittstate.instructure.com/courses/1088443/modules#module_1389046`. The page content includes a sidebar on the left with icons for account, dashboard, courses, and calendar. The main content area shows a list of course items under the heading "Project 4: Proposal (Group Project)". The items are:

- Sample Assignments and Samples for Proposal Sections (checked)
- Sample ENGL 301 PechaKuch (unchecked)
- Sample ENGL 301 Pecha pdf (unchecked)
- Instructions for Project 4... Statement. Sample on second page. (checked)
- Sample Letter of Transmittal.pdf (checked)
- Sample Project 4 Proposal (checked)

A large black play button icon is overlaid on the center of the screenshot.

## Tip #4: Make content findable

Consider how students will use the LMS and make that content easy to explore and find.

- One of the biggest ways I do this are through creating **a Page in Canvas for each class day** (screenshot of this on next slide)
- Modules help!

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## ✓ Goals for today

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Get to know one another!

## ☰ Readings

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- Make sure to read [the syllabus and grading contract](#) <sup>↗</sup> for today's class. I'll give you 10 minutes during class to do this.

## 🧪 Activities for in person and synchronous students

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- Introductions
- Discuss the course and our [grading contract](#). <sup>↗</sup>



## 💻 Asynchronous Students

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For today, make sure to review the syllabus and grading contract. Leave any questions or comments you have in the Google Doc (you have commenting privileges). Please complete your [Introduction Discussion post assignment](#) by Friday at 11:59pm. Email me or message me in Canvas if you have any questions.

## G Google Slides

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## Tip #5: Use tools that work for all users and are intentional

There are opportunities outside of the LMS platform, but be intentional with them. Remember they are a piece of your pedagogy, not your pedagogy.

- **Padlet** was a popular option as it allowed students to discuss a concept in a mostly anonymous way, and also allowed for asynchronous students to participate.
- Perusall was also liked by students, but had some hiccups (I can discuss this in a Q&A if interested)

 Jessica Jorgenson Borchert + 7 • 3mo

## Looking at the Usability Test Results

Look over your test results. What do you see?

Share user response to the question about first impressions of the site required question, we'll use this as practice analysis)

They thought the website looked "well-designed" and "clean". They liked the picture blocks. However, they didn't like that the Writing Center had a large photo at the beginning and that they had to scroll down the page for more

Share any BIG CHALLENGES users had here. Like where did users struggle?

Finding the cost for a specific type of licensure

Creating an account with the Writing Center.

Finding the Writing Center page and how to create an appointment.

Share the GOOD THINGS here. Like where did users quickly or easily move through a task?

They knew to look in citing sources for MLA guide information.

By task 3, users were more used to the website and able to move more quickly through the rest of the tasks

Something not fit? Share here.

I noticed the male users navigated the website differently

The search bar was heavily used for the user's convenience which wasn't supposed to be?

Older users utilized CTRL+F to locate things on the webpage instead of searching for them

## Remember:

- You are not just putting content online; you need to see your students as users of the online space. Allow them to meet their goals and have a findable user journey.
- Be open to play / new things
- **You can do this!**

# Link to my handout

[This link will take you to a Google Doc](#) handout from today's talk.



# Want More?

Feel free to contact me to get a copy of slides or anything shared here.

Email: [jjorgenson@pittstate.edu](mailto:jjorgenson@pittstate.edu)

Twitter: @likefrostwild

Instagram: jesjorge82 (lots of kid photos)

TikTok: jessicajorgb

# CONTACT

