



CANVAS
BY INSTRUCTURE

Spotlight:

**LEARNING
EXPERIENCE**



BUILDING A COMMUNITY TO BOOST LEARNING EXPERIENCES AND FACILITATE OPTIMAL OUTCOMES

The landscape is changing rapidly, and many challenges lie ahead. While these challenges are not yet known, it is becoming increasingly clear that learning will be the key to overcoming them.

Today, learning must be a central focus, with educators transforming into facilitators with the help of collaborative and cooperative spaces.

ISDI is a digital native business school, specialising in digital transformation courses for companies, people, and leaders seeking to create a better society of digital optimists.

For ISDI, collaboration and community is imperative. The organisation has been busy building multidisciplinary teams spanning teaching, instructional design, user experience, and edtech content experts to build online experiences from all perspectives, delivering a simple, engaging, and effective way for students to learn. We chatted with two ISDI team members to discuss their approach in more detail.

Our Experts



Borja Garzón Digital Learning Manager

Borja Garzón is the Digital Learning Manager at ISDI. Also acting as Chief Learning Officer at Universidad de Mondragón and TeamLabs, Borja is proud to be a design thinker, facilitating innovation processes and methodologies to deliver top outcomes.

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Sara García Designer and LMS Administrator

Sara García is a Designer and LMS Administrator at ISDI. Sara comes from a strong background in frontend development, which helps her to better understand the user experience, and design graphics and navigations which support the student journey.

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Visit www.isdi.education/en

Why is the learning experience such a vital consideration today?

Learning experiences have always been important. However, during the pandemic, many educational organisations found they were teaching more students online than ever before.

Even for those establishments like ISDI that already had online learning options in place, the crisis helped us realise - and helped many others realise - that there were weaknesses in online learning programmes that needed to be addressed if we were to deliver a digital experience that was easy, enjoyable, and intuitive.


Online learning is still called 'learning'. But the truth is that it's very different to face-to-face programmes. Students naturally do not behave in the same way in a physical classroom as they do in a virtual one, and it's important to acknowledge this.

For ISDI especially, what we found was that our students already had this firm idea of what a virtual classroom and what an online learning environment should look like.

And this is because many of the platforms that we all use on a daily basis - Facebook, LinkedIn, Twitter, and so on - all follow the same sorts of rules that make them very familiar and very easy to use.

That's what we wanted to achieve with our virtual campus; a faster, more familiar learning experience that was intuitive for students.





Our mission is to design personalised experiences that are tailored to the learning needs of each student, creating a strong, supportive community that learns together.

BORJA GARZÓN
Digital Learning Manager
at ISDI

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What is the connection between learning experiences and community?

The better the learning experience, the easier it is to facilitate learning. And the way to improve the learning experience for students is through building a community.

We need to get away from this idea that user experience is a concept that's only found in software or marketing, and see how it really closely connects to education, too.

For students to achieve their learning goals, they need to:

- **Follow a programme**
- **Read materials**
- **Find the contents of that programme**
- **Take classes**
- **Communicate with classmates**
- **Discuss with teachers**
- **Access grades**
- **Receive feedback**

And there's a wide range of people and departments involved in this. Students can't do all this in isolation; they need a community of other students, teachers, assessors, course creators, resource creators, and so on. We must make learning a community.

By building this community, and taking into account the perspectives of those that see and interact with students at different stages of their journey, we're able to really understand the needs of our students, and not only become a student centric organisation, but design student centric courses and experiences at the same time.

What are you doing to build better learning experiences?

ISDI has developed a value proposition that shapes how we design all of our online experiences. The focus of this is a mobile-first, data centric, unique system that brings together all aspects of the educational experience into a single online campus.

For us, that meant completely redesigning our virtual campus. And the starting point for this was simply to ask: **what do our students really need from an online campus?**

As a digital business school, we are naturally big on data. So to answer this question, we collected data from our students, our visitors, and our employees in relation to their experience using our online learning platform, and listened closely to their feedback.

We used a lean framework with sprints and iterations in which we delivered continuous value with continuous improvement through obtaining data, through quantitative analysis, qualitative studies, and through Canvas' academic and usability metrics.



The good thing is that, with Canvas, we already had the strength of this platform; the stability. We could build upon this LMS to customise a lot of our online learning provision, creating online experiences that were truly unique to our educational institution.

SARA GARCÍA
Designer and LMS
Administrator at ISDI

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Why did you choose Canvas?

Six years ago, ISDI had been searching for a learning management system that would allow us to design the best learning experience using a robust and scalable system.

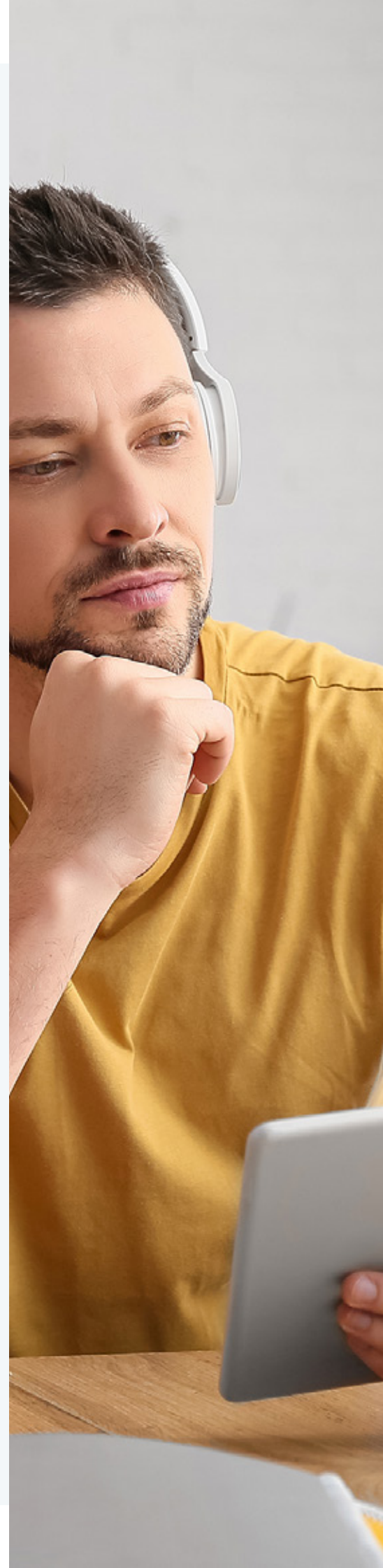
We became the first organisation in Spain to partner with Instructure, using Canvas to help us improve our in-person learning provision.

And so we already had the Canvas platform in place and set up; it was at the centre of our offline learning experience and we were using it alongside Salesforce to create courses, additions, and enrollments from students automatically as and when the sales team were closing opportunities.

When we realised that we needed to get serious about redesigning our online courses to focus more on the user experience, Canvas was the natural choice, and we decided to be guided by the standard proposed by Canvas about the navigation UX.

Using Canvas, we have been able to redesign our online learning experience quickly and easily according to the Canvas roadmap.

Being 100% responsive and functional through the Canvas app, students are able to find the content they need, when they need it, as well as instantly see tasks that require their attention by teachers or students.



What has Canvas enabled you to achieve?

The first benefit of using Canvas for our virtual campus redesign is that it's helped us to improve navigation, and this has really been a key point for us.

We've been able to make the campus flexible, because we realised that the experience students were looking for when they logged in for the first time wasn't the experience they wanted when they were more established on the course and wanted to upload an assignment.

We really needed the campus to adapt to the changing needs of the student at different stages of their learning journey, and Canvas helped us do that in a way that didn't necessarily mean a lot of extra work, but instead just meant getting to grips with the dynamic of the course and understanding the journey that the student takes.

The second benefit we're seeing is speed. Canvas has helped us redesign in a way that empowers our users to reach where they need to be in a maximum of three clicks.

Thirdly, Canvas considers the fact that this is, of course, 2022, and students are arriving at our online campus from a range of different devices.

Canvas makes everything easier here because both the platform itself and all of its resources are responsive. Anything a teacher uploads displays well on laptops, tablets, phones and smart TVs.

Engaging With Students

Finally, Canvas allows us to present our resources in a logical order that engages with our students. For example, when it comes to delivering materials, we follow the Canvas standard to present these materials in a chronological order and with a simple presentation.

For example, module one is one session, and contains XYZ. But then we're also able to place the most recent courses at the top of the menu, and the oldest courses at the bottom, to just make everything much more simpler for our users.



What have improved learning experiences done for ISDI?

A major result for us has been successfully being able to introduce more simplicity to our virtual campus. Previously, more than half of our students reported that they found the campus really difficult to use and quite confusing. Now, less than a third feel this way.

Another huge step forward we've made is in terms of campus functionality. With our old design, almost 80% of our students felt that there was something they were missing. With our redesign, we've cut that by almost half.

And the really interesting thing about this is that we haven't explicitly added anything new to the campus; there was no new functionality. But by making navigation easier, our students feel more connected.

What's great is that we've still been able to achieve all this while still maintaining that valuable link with Salesforce; we haven't lost any of that in the process. And we've been able to use this integration to further improve the learning experience.

We can send grades and performance reviews directly to Salesforce, where each student's transcript is automatically built without the need for time consuming and repetitive effort.

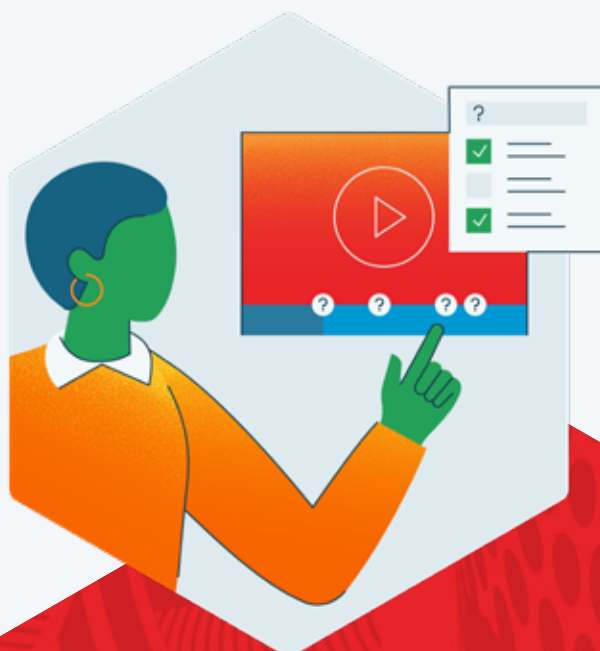
And with the data generated in Canvas by each student, Salesforce is able to recognise the need for academic merit that helps motivate students even more.

Improved Experiences

We haven't just seen improved experiences for our students, but for our academic staff, too. And that was something that was very important to us.

In our case, at ISDI, our colleagues have had a minimal learning curve from the old design to the new design because we've followed the Canvas standard, and kept the internal process more or less the same.

And best of all, we've been able to help our staff reduce the time spent uploading materials by 66% thanks to standardisation, and we're seeing a 61% reduction in the number of staff requesting ISDI technical support.



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Canvas by Instructure: bringing together Canvas LMS, video engagement with Canvas Studio, a branded course catalog system by Canvas Catalog.



Impact by Instructure: helping teachers and students adopt educational technology to promote deeper engagement with learning while guaranteeing the campus edtech ecosystem is utilized to its fullest potential.

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