ELEARNINGNEWS ARTICLE

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5 characteristics of a successful e-learning course

The goal of a successful e-learning course is to inform, stimulate attention and actively involve the user in the training path to improve his/her work performance.

Here are 5 features that will make an e-learning course a useful and engaging experience!

1. Focus on performance expectations

Many e-learning courses contain information to be transmitted but are not linked to a defined performance expectation. Successful training focuses instead on a specific and targeted content that aims to achieve specific goals, providing practical tests as well as feedback to ensure that students apply what they have learned to real life, internalizing content and changing their behavior.

2. Pleasant aesthetics

The general aesthetics of the course is also important. It is the first thing the student will have before and we all know how important the first impression is. Therefore, it is better to use professional and legible characters. To keep students' attention high, the course must include many visual and interactive elements such as images, graphics, infographics and diagrams. But be careful with excessive use of images: never overdo it with too many unnecessary images. Each visual element must in fact have a precise objective within the course.

3. Positive and not too formal language

If the content is to be relevant and engaging, it is also important to use an encouraging language that helps the user feel comfortable during the training and satisfied with what he is learning: in this regard, it is better to use a language that is not too formal. It would also be useful to put yourself in the student's shoes, take into consideration what you already know and be careful when making hypotheses about your previous knowledge and about the levels of experience already acquired.

4. Interactivity and application of knowledge

Interactivity is fundamental in an e-learning course, as in this way the student is called to act actively and will also be able to remember the information better and his experience will be more pleasant.
To learn, students need to practice applying the study to concrete situations. How and when will they use what they have learned at work? Interactivity gives users the opportunity to put into practice what they have learned in potential real-life scenarios. This can be done by giving students quizzes or by offering them simulations at regular intervals during the course. It may be useful to ask questions to the student or have them prepare an action plan: for example, to offer a hypothetical sales scenario to be managed by a salesperson. Once the activity is complete, it is possible to evaluate users' responses and provide feedback on what has been done. If the student has made a wrong decision, the trainer can intervene by indicating the reason for his mistake and guide him to the correct action. Alternatively, you can offer prizes that motivate the student to pay attention to the course and to give the maximum in the practical application of the acquired knowledge.

5. Clear learning objectives, coherent, targeted and simplified content

Each e-learning course should have a clear learning objective. People like to know what is expected of them, what they are about to learn and how long it will take to do it. The best courses are coherent and specific, characterized by a targeted and simplified content, without excessive redundancy and oriented towards the concrete application of knowledge. Therefore, to design an e-learning course, one must ask: what are the objectives and what must be done to achieve them? And what

information do students need to know in order to improve their professional performance?

In conclusion, the goal of an e-learning course is to ensure that students apply what they have learned in real life and show that they have understood and changed behavior. It is also necessary to create objectives linked to expectations of real performance and to create interesting, engaging and effective courses to create the optimal learning environment for a wide range of employees, who will consequently be happier and more skilled in their work.

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