

Learning Journey Brief

(This brief provides clear details prior to mapping out our learning journey.)

Project Overview

What is this project?

(Brief description.)

Why does it exist?

(What problem are we trying to solve?)

How will this be used?

(Training, onboarding, curriculum, program, digital course, etc.)

Learners

Who are the learners?

(Role, age range, experience level.)

What do they already know?

(Assumptions about prior knowledge or experience.)

What do they need help with?

(Skills, confidence, clarity, behavior change.)

Learning Goals

After completing this experience, learners should be able to:

- (Goal 1)
- (Goal 2)
- (Goal 3)

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Context & Constraints

Learning environment:

(Online, in-person, blended, facilitated, self-paced.)

Time available:

(Length of experience, session limits, goal for company onboarding time)

Tools or platforms:

(LMS, video, classroom, physical materials.)

Non-negotiables:

(Standards, policies, brand rules, accessibility needs.)



Scope of Work

What needs to be designed?

- Curriculum / lesson flow
- Activities or exercises
- Digital modules or videos
- Facilitator or staff guides
- Learner materials
- Assessments or reflections

What is *not* included?

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Success & Measurement

How will we know this worked?

- Learner confidence
 - Skill application
 - Completion
 - Feedback
 - Performance change
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Stakeholders & Review

Who needs to be involved or approve this?

(Names or roles.)

How will feedback be shared?

(Meetings, async review, checkpoints.)

Open Questions

(Things to learn or clarify before designing.)