Creating **Passionate Users**

Crash Course in Learning *Exercise*

*(Your notes go here)*

Get past the brain’s crap filter

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**Knowledge**

NO! Learning is NOT a one-way push from head A to head B

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**Knowledge**

YES! Learning is a co-creation. The learner’s brain constructs the new knowledge.
Why? Who cares? So what?

**Foo Case Study:**
The ABC company had a severe problem with inventory using bar. The CEO knew the switch to Foo would be especially hard for the developers of the XYZ...

## Foo
- bullet one
- bullet two
- bullet three

Weak Learning Powerful

Surprise = powerful learning

**Predictability** Expected
Conversational writing kicks FORMAL WRITING’S ass.

WTF?

What do good filmmakers and novelist do?
Get their attention!

Payoff → Build interest → Challenging activity → Leave them with the “I Rule!” feeling

What’s your next level?

Number of Levels

Motivation

Which would you choose?

A

B

Effort

Result

20%

80%
introduce new content

time to process and apply it
You

Your

Users

What it’s really all about
Get past the brain’s crap filter.

Learning is not a one-way “push” model.

Use visuals to improve (and speed up) understanding, retention, and recall.

Use redundancy to improve (and speed up) understanding, retention, and recall. Say the same thing, only “different”.

Use conversational language.

Maintain interest with variety and surprise.

Use mistakes, failures, and counter-intuitive WTF?

Use the filmmaker/novelist principle of show-don’t-tell.

Use “chunking” to reduce cognitive overload.
Since stress/anxiety can reduce focus and memory, do everything possible to make the learner feel relaxed and confident.

Use seduction, charm, mystery to build curiosity.

Use a spiral experience model to keep users engaged. Use the game design concept of “next level”.

Don’t rob the learner of the opportunity to think.

Use the 80/20 principle to reduce cognitive overload. Knowing what to leave OUT is more important than knowing what to include.

Use emotions to increase attention and memory.

Use timing and pacing.

Never underestimate the power of fun.