



LXD

- **Learner-Centric**
- **Tasked with mastering and retaining information**
- **Creates an experience to achieve learning outcomes**
- **Creates an experience that challenges people**

**Design
Research**

Personas

Prototyping

Testing

**Human-
Centric**



UX

- **User-Centric**
- **Tasked with successful and positive usage**
- **Shapes the experience of using a product**
- **Creates an experience that is as simple as possible**