

BLUESCAPE

The Learning Cluster Design model reinvents Bluescape University to a persona-based, clean user experience that helps grow Bluescape business.

Impact



New business opportunities
Training is no longer viewed as transactional

Unintended Benefits

- The L&D dept receives 4 more staff and funding
- A new video studio for L&D use

Resources

6 Months
2 L&D designers

THE CHALLENGE

Loc Nguyen, L&D leader from Bluescape Software, completely transformed the approach for his company's software training for their clients and userbase.

As a result of all the work we did, even the most critical folks at Bluescape were personally on board with the methodology. More so, we now have funding for two more training specialists and possibly two more after that. It's amazing how just that fundamental shift has led to a new building phase with Bluescape."

THE DIFFERENT APPROACH

Like many training professionals, in the past, Bluescape had fallen into the trap of defining the audience based on what's important to the designer, not the learner. "Fundamentally, we had always thought of learners as: There's a brand-new user, an intermediate user, and a Bluescape expert," Nguyen says. The focus as always was on the level of product knowledge.

As they applied the OK-LCD model for the first time, they considered the on-the-job performance they were trying to achieve *for the learners*. Now, the common questions his team asks are:

- Why are you creating this?
- When will the customers see it?
- Will the customer even run into this content?
- What are they going to get out of it?

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THE SOLUTION

Bluescape L&D leaders created a new interface and new learning assets based on meaningful personas. The experience is clean and across the learning journey for users.

Learn Bluescape

Explore the best ways to use Bluescape with our in-depth online courses.

[BlueU Productions](#)

[See what's new →](#)



Learn Bluescape Basics

The Bluescape Basics series will get you up-to-speed on all of the Bluescape essentials.

3 Courses



Become a Bluescape Pro

The ultimate learning pathway to take you from start to finish in becoming a pro Bluescaper.

4 Courses



Ways to Use Bluescape

A set of Bluescape workflows that will drive productivity among your teams.

10 Courses



Additional Resources

All the extra details that you need to prepare your Bluescape experience.

3 Courses

Example Persona Pathway

Become a Bluescape Pro

You're ready to learn everything about Bluescape. Jump into this series to journey through building workspaces from start to finish.



1. Build Content in Bluescape

You've got a project in mind and need a place to visualize it, time to start a Bluescape workspace.



2. Managing your Bluescape Workspaces

You've added your content, now you need to get everything organized and collaborate with others.



3. Presenting your Workspace Content

Your workspace has been made, content added, and feedback incorporated, you're ready to show it off to others.



The Bluescape Wall

The ultimate Bluescape experience, bringing your workspace content to a large, touchscreen display.