

MICROSOFT ENCOUNTER

A new way for students to learn the most in-demand technical skills

32% of Microsoft's revenue in Q4 2019 was from Cloud services

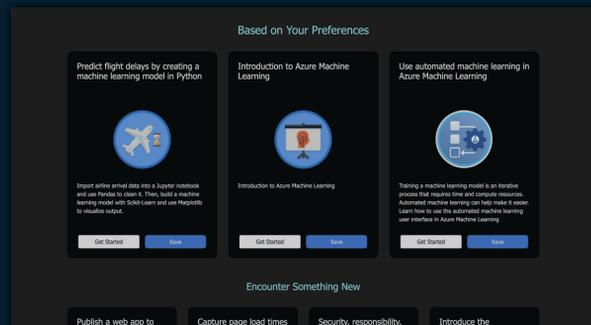
Microsoft Learn is an educational platform to help the workforce of tomorrow gain valuable skills to develop their careers. Our goal was to help tailor the platform to be more relevant and engaging for University students.

So What?

The students of today are the customers of tomorrow. If Microsoft can reach students in the classroom, they have the opportunity to build brand loyalty with these students at the start of their career. Over time, this will turn into new contracts as these students carry their brand loyalty into the workforce.

Navigation

We simplified the navigation to only have the most relevant content for a student. Instead of multiple navigational layers, there are now three main pages: the catalog, saved courses, and references.

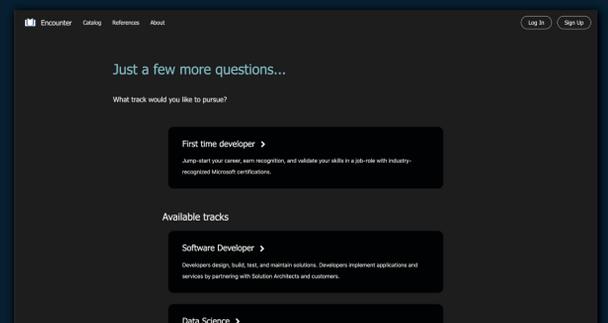


Audience Targeting

We specifically tailored our content to appeal to the student demographic by providing them with topics that are in demand and will help them develop skills to get their next internship or job.

Personalized Onboarding

We personalized the onboarding process to let the user select exactly what they hope to get out of the platform, which in turn helps us ensure they are presented with the most relevant content for their goals.

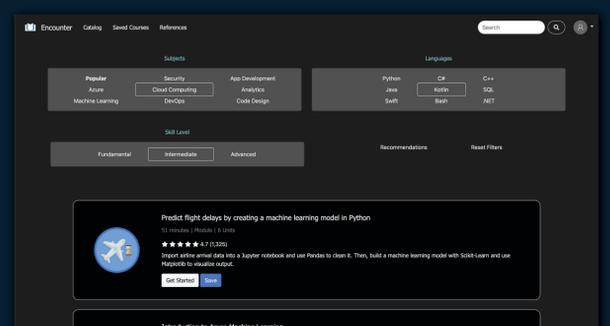


Dynamic Content

Students appreciate a variety of content mediums to appeal to various learning styles, which is why we edited courses to incorporate text, images, videos, and code windows. A student is able to use whichever tool works best for their unique learning needs.

Simplified Content Model

We simplified the original content model to make content more discoverable with a Topic, Language, and Difficulty filter, and simplified the course structure by simply having modules with units.



The new platform, renamed to Microsoft Encounter, is tested to provide relevant content and a user friendly experience to targeted audiences. A user is able to find and explore lessons and tutorials with ease. The team improved information accessibility throughout the product, allowing more relevant content to reach students.

What We Did