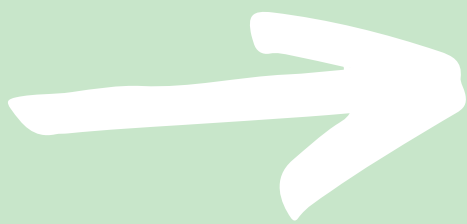**map**
Motivate. Act. Promote

EXAMPLE ON HOW TO ADAPT YOUR CONTENT TO A TARGET GROUP

This example is from Learn My Way, a free online learning platform for people with low digital skills. This great learning tool is suported by the Good Things Foundation in the UK and it allows adult learners to improve their digital skills to catch up and interact better with an increasingly digitalised world.
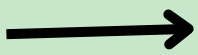
REDUCED AMOUNT OF CONTENT
This learning tool is for people with low digital skills, so it is essential not to overwhelm them with too much content. There are two main zones on this page: the learners's situation and the learning offer. Anything more would be too much for this target group.

STRAIGHT TO THE POINT
When designing the training offer, the trainer must base it on the learner's perspective, their needs and abilities. Overwhleming the website with unnecessary promotional content will only push the learner away.

1

2

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1 The header is simple and clear. The logo confirms that the user has found the correct website. The access and accessibility options are present but discrete. The content is organised under clearly labelled tags.

2 A visual cue in the shape of a person indicates to the user to look first here. "*I am a person, I want to see what options I have as a person using this website.*" It draws the attention of the user at subconscious level.

3 Four simply worded buttons invite the user to think about their situation and learning needs and allow them to pursue the part of the website that is for them. The question "*What do you want to do?*" is clear and person-centred.

4 The learning offer is presented in neatly organised buttons. The wording is clear and the visual elements support the distinction between the topics using images and colours. Only the most popular topics are on the front page, but the user can explore further options by following the link in the red button: "Find out more about our subjects

Visit the official websites for more detailed exploration:

https://www.learnmyway.com/

and

https://www.goodthingsfoundation.org/learn/learn-my-way/