

DESIGNING FOR IMPACT, NOT JUST COMPLETION.

How Priya and her team reimagined learning with AI.

THE GOAL:
MOVE BEYOND
COMPLETION.
DRIVE REAL
BEHAVIOR CHANGE.

1 PRIYA ASKED A DIFFERENT QUESTION.

But Priya, the head of Learning & Development, wasn't looking for something broken—she was looking for what was possible.

She kept coming back to a different kind of question: what if this didn't just work, but actually mattered?

Not better. Not faster. More impactful.



2 SAME FOUNDATION. THREE DIFFERENT EXPERIENCES.

🛡️ SAME POLICIES → 📄 SAME DECISIONS → 👤 SAME STRUCTURE

CINEMATIC

HIGH-STAKES SCENARIOS

In the cinematic version, learners spent more time in scenarios. Not because they had to—but because they wanted to see how things played out.

GRAPHIC NOVEL

UNFOLDING STORYLINES

EVERY CHOICE OPENS A NEW PATH.

In the graphic novel version, curiosity increased. People explored decisions instead of moving past them.

MINIMALIST

CLARITY & FOCUS

Choose the best action.

- Review the risk
- Escalate the issue
- Approve the request

In the minimalist version, completion stayed fast—but accuracy improved. Fewer mistakes. More confidence.

3 DIFFERENT EXPERIENCES. STRONGER OUTCOMES.

CINEMATIC

- 🕒 ENGAGED LONGER
- 🎬 EXPLORED DEEPER
- 👁️ SAW IMPACT UNCOVERED

Learners spent more time in scenarios. Not because they had to—but because they wanted to see how things played out.

GRAPHIC NOVEL

- 🔍 EXPLORED MORE PATHS
- 🗨️ ASKED MORE QUESTIONS
- 💬 ENGAGED IN THE STORY

Curiosity increased. People explored decisions instead of moving past them.

MINIMALIST

- ✅ CLEAR DIRECTION
- 🎯 LESS DISTRACTION
- 🎯 BETTER FOCUS

Completion stayed fast—but accuracy improved. Fewer mistakes. More confidence.

RESULTS

- 🎯 **+35%** ACCURACY IMPROVEMENT
- 🕒 **-28%** TIME TO COMPLETE

4 THE SHIFT THAT CHANGED EVERYTHING.

<h4>HIGH-STAKES DECISIONS NEEDED REALISM.</h4>	<h4>HUMAN INTERACTIONS NEEDED STORY.</h4>	<h4>CLARITY DEMANDED SIMPLICITY.</h4>
<p>❌ THEY STOPPED DESIGNING FOR CONSISTENCY.</p>		<p>✅ AND STARTED DESIGNING FOR IMPACT.</p>

5 AI MADE EXPLORATION POSSIBLE.

- One-time decision.
- Locked in.
- Hard to change.
- Costs add up.
- Friction wins.

Before AI, this kind of exploration wasn't realistic. Changing it meant more time, more cost, and more friction than most teams could justify.

6 THE DIFFERENCE WASN'T IN THE METRICS—IT WAS IN THE MOMENTS THAT MATTERED.

- 🕒 Decisions were faster, more confident.
- 🧠 Recall held when it was needed most.
- ☀️ The hesitation that used to live in gray areas started to disappear.

Confident choices. Real impact.

Less doubt. More clarity. Stronger impact.

7 THE BOTTOM LINE

DESIGN FOR HOW PEOPLE THINK, DECIDE, AND ACT. NOT JUST HOW THEY CLICK.

- 🚁 REALISTIC SCENARIOS
- 📖 ENGAGING STORIES
- 📋 SIMPLE EXPERIENCES
- 📈 MEASURABLE IMPACT

WHEN LEARNING FEELS REAL, RELEVANT, AND CLEAR—IT DOESN'T JUST GET COMPLETED. **IT GETS APPLIED.**

BETTER LEARNING. BETTER DECISIONS. BETTER OUTCOMES.

THAT'S IMPACT.