

# How People Turn Experience into Digital Products: 10 Common Paths

This guide outlines ten common ways people translate lived experience into digital products. It's not a step-by-step plan, but a way to understand the landscape so you can recognise what feels aligned for you before you choose a direction. Its purpose is to reduce overwhelm and help you think more clearly about what you could build online.

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# Teaching Expertise

“I know this well and can explain it.”

Teaching expertise is one of the most common ways people turn experience into a digital product.

It involves sharing understanding that has been built over time — often through work, repetition, or lived experience — and helping others see something more clearly as a result.

# Teaching a Process

“This is how something gets done, step by step.”



Teaching a process is another common way people turn experience into a digital product.

It involves showing how something is done from start to finish, based on a sequence that has been developed through repeated use rather than theory.

# Creating Systems or Frameworks

“This is how the pieces fit together.”

Creating systems or frameworks is a way of turning experience into a digital product by organising how something works.

It involves structuring understanding into a repeatable method, model, or way of thinking that helps others approach a problem more clearly.

# Translating Complexity

“I make hard things understandable.”



Translating complexity is a way of turning experience into a digital product by making complicated information easier to understand.

It involves breaking down ideas, language, or systems so others can grasp them without needing the same depth of background knowledge.

path 5

# Solving a Specific Problem

“I help fix this issue.”

Solving a specific problem is a way of turning experience into a digital product by focusing on one clearly defined issue.

It involves addressing a particular problem people recognise and want resolved, rather than offering broad or general support.

# Guiding Transformation

“I support a shift, not just information.”



Guiding transformation is a way of turning experience into a digital product by supporting change over time. It involves helping people move from one state or situation to another, rather than providing information alone.

# Providing Strategy/Decision Support

“I help people decide what to do.”

Providing strategy or decision support is a way of turning experience into a digital product by helping people make clear, informed choices.

It focuses on sense-making, prioritisation, and direction, rather than execution or implementation.

# Creating Resources or Tools

“I make things people use.”



Creating resources or tools is a way of turning experience into a digital product by producing assets people can use. It involves designing materials that support action, organisation, or understanding without requiring ongoing guidance.

path 9

# Creative Delivery

“I deliver value through creative output.”

Creative delivery is a way of turning experience into a digital product through creative output.

It involves using creative expression as the primary way value is shared, rather than instruction or guidance.

# Community or Facilitation

“I hold space for people together.”



Community or facilitation is a way of turning experience into a digital product by bringing people together.

It involves holding space for discussion, shared learning, or support, rather than delivering content alone.

# Conclusion and Next Steps

This guide is intended to help you understand the main ways people turn experience into digital products.

You may recognise yourself clearly in one path, or you may notice overlaps. At this stage, the aim isn't to decide — it's to see the landscape more clearly and reduce the pressure to choose quickly. Before anything is built or committed to, the most important work is choosing a direction that makes sense for how you think, work, and want to show up.

Choosing well at the beginning changes everything that comes after.

*Thank you!*

