Project Overview & Key Takeaways

Can You Hear Me Now? *Tone in Email Communications*
Authoring Tool: Rise 360

The concept client, JX Industries, recently conducted an employee satisfaction survey which indicated that 85% of employees had experienced stress more than once per week due to misunderstandings via email and that this stress has negatively impacted their work and their personal wellbeing. JX Industries is committed to supporting a healthy and productive work environment.

The purpose of the proposed training is to reduce employee stress levels, increase productivity and increase personal well-being. The second goal is to reduce employee stress levels by 20% and increase personal wellbeing ratings by 20% over the next quarter.

The ADDIE Model of Instructional Design was applied in this project along with continuous iterations throughout (SAM/Agile):

Analyze: After analyzing the client, SME, and stakeholder's needs, reviewing previous course materials and approaches, and conducting research on tone in email communications, it was determined that an online interactive learning module with a length of no more than 20 minutes would meet the needs of the client. Learning objectives were developed based on the performance standards established.

Design: The Design Document (DD) was then developed and reviewed by instructional designers to ensure that the eLearning module was comprehensive and aligned with the business goals established. Once the DD was approved, I began the process of designing the learning solution by creating a rough outline of sequence, interactives, and knowledge checks along with the final assessment. Then I began to rapidly develop the course using Rise 360.

Develop: While working in Rise 360, I began by choosing a course theme. By choosing an uplifting color theme for the course, I was able to keep the topic light and avoid any heaviness. I began the course with a "Meet a Character" approach by introducing Mandy and sharing a situation at work that she was dealing with related to email communications. This scenario was something familiar to the learner and that they could empathize and connect with. Throughout the course, I was focused on adding content and examples that learners deal with on a daily basis. I believe that this would increase learner buy- in with the course. I then slowly led learners through the process of recognizing negative tone in email communications and understanding how easy it is to add positive tone to email communications. I also provided applied activities throughout the course to keep

1

the learner engaged in the content while learning new approaches to creating more positive email communications.

Through the integration of customized graphics, I was able to enhance the "realness" of the course and add interest along the way. I completed the development phase through a series of testing the course to ensure accuracy and operability.

Implement: The course was then launched in Articulate Review 360 for instructional design professionals and learners to interact with and provide feedback.

Evaluate: During the evaluation phase, I received comments and feedback from instructional design professionals and learners to help me improve my course. I received very positive comments about the design, scenarios, and interactives included in the course. I received constructive feedback to improve my final assessment as well as suggestions on spacing. I utilized this feedback to create a final iteration of the course.

Key Takeaways:

- I learned that although Rise 360 uses more of a template-based approach to building a course than Storyline, that there are still several ways to customize the design and interactions within the course.

- Rise 360 is an excellent rapid course authoring tool, especially if there is a need to launch a course quickly. It offers a clean design and aesthetic and allows the developer to integrate story blocks from Storyline as well.

- When reviewing your course content and interactions for alignment to course objectives, it is important to look at every aspect of the course to ensure that every step of the learning journey is aimed at the learning objectives. This process takes quite a bit of reviewing but, in the end, you have a course that is aligned with the client's goals as well as the needs of the learner for an real-world, authentic learning experience