

Project Overview & Key Takeaways

Four Strategies to **Supercharge** Your Interview Process

Authoring Tool: Articulate Storyline

The concept client, **Red Dash Coderzz**, is a web development firm that provides full stack web design and development services at the enterprise level. This project addresses performance issues in conducting effective interviews that uncover the skills, knowledge, and characteristics that the firm is looking for in a new hire, while balancing the need to provide the candidate with a positive interview experience.

The client needs to hire several teams of developers and designers to keep up with the increased pace of business. In addition, the client is facing a very tight labor market for skilled technology professionals. Existing interview protocols are outdated, lack standardization and are not yielding the quality candidates the client is looking to attract and hire.

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 best practices in interviewing strategies, it was determined that an online interactive and scenario-based learning module with a length of no more than 20 minutes would meet the needs of the client. The Design Document (DD) was then reviewed by instructional designers to ensure that the eLearning module was comprehensive and aligned with the business goals established. See Design Document for further details.

Design: Once the DD was approved, I began the process of designing the learning solution via creating a storyboard. The storyboard outlined the look and feel of the course through the use of a style guide to ensure consistency of design throughout course. The storyboard also laid out the sequencing of the course, the visual display, on screen text (OST), narration/voiceover, and the animations and interactivities to be included in the course. The storyboard was then reviewed by professional instructional designers working in the field. I received feedback related to clarifying narration and adding additional supplemental learning materials. I applied the feedback by reworking the OST along with voiceover to ensure clarity in content and added two additional supplemental learning assets to help guide the learner in key concepts. See Storyboard for further details.

Develop: In this phase, I utilized Articulate Storyline to create the online course while using the storyboard as my guide. My approach was to begin working from beginning to end to create the scaffolding for each scene. I then went back through to build out interactions, add design features, then added voice narration and finalized all timeline events and interactions. Throughout this process, I continually tested and re-tested each scene for timing and accuracy.

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 high praise and accolades for the design and development of this course with just a few comments on minor changes in grammar and spacing. I utilized the feedback from learners to continue to improve this course to final completion.

Key Takeaways:

- Through the development of this course, I learned how important it is to be sure that you are solving for the correct problem and that the proposed solution will influence behavior so that it actually improves performance outcomes.
- I also gained a greater sense of the importance of visual design in eLearning and the tools that work together to create visually-pleasing eLearning experiences – consistency in colors, themes, buttons, spacing, font choices, movement, animations, and interactivities. Together these elements can make the difference between a disorganized or a dynamic learning experience.
- Lastly, the most important takeaway in this project was to keep the learner's experience at the forefront in each scene. Asking myself "What do we want to the learner to know and be able to do?" was top of mind when designing each scene, interaction, and scenario. Each decision that I made was based on this question. This approach helped to ensure that the learner's need for interaction, movement, and application was included throughout the course.
- Although there is always room for improvement, I have a solid grasp of creating eLearning solutions that balance the needs of the learner while at the same time achieving established performance goals of the organization.