

12.1 Understand: 2 Examples of Project-Specific Tasks

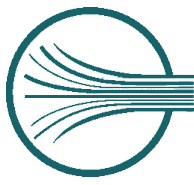
Chapter 12 of Streamlined ID (2027) distinguished between general production tasks and project-specific production tasks. Below are two examples of project-specific production tasks: those tasks required to produce a blended course and those required to produce a Digital Adoption Platform (or DAP).

BLENDING ONLINE LEARNING COURSE PRODUCTION TASKS

For producing a blended online course hosted on an organization's LMS:

- **Review the course plan** – Examine the learning outcomes, assessments, content presentation and teaching strategies, and learning strategies.
- **Define synchronous and asynchronous flow** – Determine the progression and order of live online/in-person synchronous activities and asynchronous self-paced activities. (E.g., flipped model, live discussions after asynchronous content, or live sessions followed by independent asynchronous assignments, etc.)
- **Gather and prepare content** – Collect existing *stimulus materials*, or content and experiences that prompt learner engagement and response. If raw content exists, format it into learning objects for asynchronous delivery (e.g., LMS pages, assignments, assessments, multimedia, or scenarios and prompts for debates and role play) or for synchronous use (e.g., live lectures, discussions, and collaborative activities via Zoom or MS Teams).
- **Design the LMS structure** – Create a consistent course layout with a home page and module content pages.
- **Develop digital learning materials** – Build multimedia presentations, interactive media, simulations, games, microlearning units, and technology-enhanced immersive experiences like extended, augmented, virtual, and mixed reality (XR, AR, VR, MR), mobile learning apps, or adaptive learning platforms.
- **Set up assignments and grading** – Configure assignments, quizzes, and the gradebook within the learning management system (LMS).
- **Prepare discussion prompts** – Create guidelines for both synchronous and asynchronous discussions.
- **Create a course orientation** – Go beyond a syllabus. Provide navigation tips, course structure (visual flowcharts are helpful), technical and content support resources, grading policies, and expectations. Clearly distinguish between synchronous and asynchronous components of the course. It's also a good idea to include an instructor welcome video.
- **Test for quality and accessibility** – Ensure all materials and elements function properly, that the course and contents are consistent, usable, and meet accessibility and quality standards.
- **Plan for sustainability** – Implement version control and backups to support future updates and reuse.

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DIGITAL ADOPTION PLATFORM (DAP) TASKS

Digital Adoption Platforms (DAPs) have evolved from Electronic Performance Support Systems (EPSS), a category of software tools used by organizations to provide employees with just-in-time training and contextual support. An EPSS provided context-sensitive help to support job tasks but was typically static and limited to desktop environments. Modern DAPs are embedded directly into enterprise applications to provide real-time, personalized support through in-app guidance, tooltips, walkthroughs, and analytics. Since DAPs support employee performance, instructional designers and performance improvement specialists are often involved in their design and development.

Once organizational needs and project scope are defined, key DAP production tasks include:

- **Select a DAP platform** based on integration needs, scalability, and analytics capabilities.
- **Collaborate with IT staff to design the user interface** and configure DAP overlays (visual guides, interactive elements, tooltips, job aids, walkthroughs, and automation).
- **Design and develop multimedia overlays** including step-by-step guides, smart tips, role-specific tutorials, embedded videos, and microlearning modules.
- **Use learner persona data to customize the content**, tailoring the walkthroughs and tooltips to specific roles, workflows, and skill levels.
- **Support user-generated content**, providing tools and instructions for employees to create and upload video and audio content.
- **Ensure all content is accessible**, WCAG-compliant, user-friendly, and available in alternate formats.
- **Pilot test to conduct usability testing** with a sample group to assess effectiveness.
- **Conduct quality assurance** to test for functionality, consistency, and accessibility.
- **Refine based on feedback** from user experience data to revise and improve content.
- **Launch and monitor** the DAP, deploying organization-wide or to targeted teams. Track usage analytics to measure engagement, completion, and adoption.
- **Maintain and update** the DAP as software features or business processes evolve.