

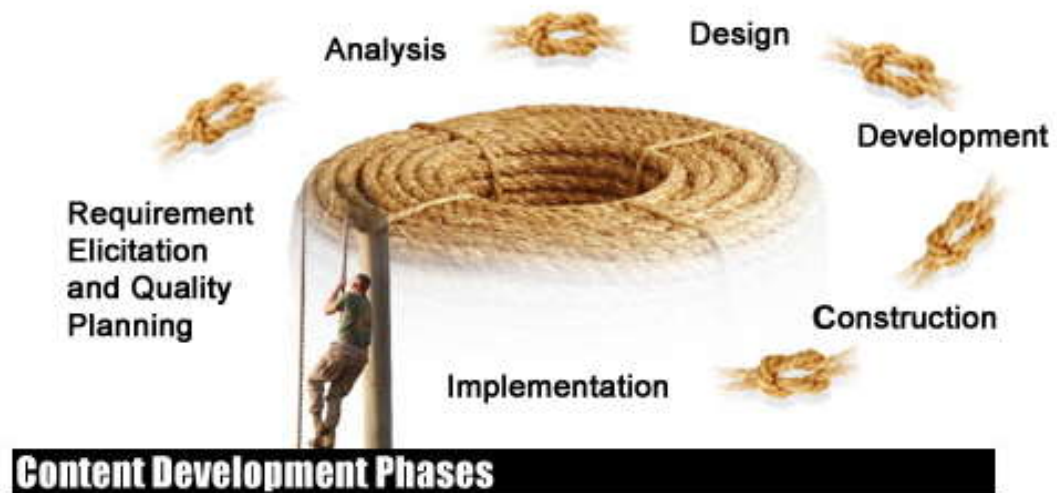
## VALIDD<sup>®</sup> Content Solutions

### Learning That Means Business

Learning solutions need to create experiences that are aligned with and focused on drivers of performance. They need to be engaging and motivating, and flexible and adaptable to rapidly changing business needs. And all of this has to be done with consistent high quality in shorter cycle times.

2KnowBiz addresses these modern day needs of enterprise learning with a courseware development process that leverages the team's rich global experience in operational process management and learning development. 2KnowBiz's **Visually-Aided Learning Insights Design and Development (VALIDD<sup>®</sup>)** methodology is uniquely geared to increase learning effectiveness. It also results in dramatically reduced learning content development and deployment cycle times.

Using **VALIDD<sup>®</sup>**, 2KnowBiz builds learning courseware that is focused on outcomes, centered on engaging the learner's mind, and are performance-oriented. To develop its learning solutions, 2KnowBiz employs the following six-phased development life cycle:



### Phase I - Requirements Elicitation and Quality Planning

Starting off with the right inputs and context is most important. Therefore, we start with the understanding of customers' needs and ambitions. The technique then focuses on the specifications. TKB focuses on understanding the needs first. This is important for our customers' success. The artifacts developed and signed-off by both parties during this phase are:

- **Requirements document:** The requirements document captures all the requirements as stated by the customer. This is shared with the customer to make sure that we are on the same page.
- **QPlan<sup>®</sup>** – Quality Assurance Strategy, Standards and Checklists: The QPlan<sup>®</sup> captures the quality aspects of the course that need to be met. Based on the critical quality aspects of the course, standards and checklists are created and these are used when doing the quality checks for the course to ensure that all the client requirements in terms of quality are met. Most importantly, the QPlan<sup>®</sup> methodology drives the project plan with defining the developmental activities that will be needed to meet each and every requirement, and then defining the project plan based on it.
- **PDAC<sup>®</sup>** – the Product Development Aide Memoirs and Checklists: The PDAC<sup>®</sup> captures the checks to be performed at the end of each phase of the project. The PDAC<sup>®</sup>, like the other Technical Checklists, is based on the detail of the QPlan<sup>®</sup>.
- **Project plan:** The project plan includes the execution plan, the configuration management plan, the risk management plan, and the communication plan. The project execution plan captures the resourcing, schedules, effort, and so on. The risk management plan captures all the risks that are foreseen, and the mitigation plan for each. The configuration management plan defines how deliverables and versions of all project related documents will be configured and maintained. It also defines a structure for storing all the project related files and documents. The communication plan defines the communication mechanism between the customer and TKB, as well as with Subject Matter Experts (SMEs).

### 2KnowBiz builds



## The Right People

2KnowBiz's large resource pool of skilled and experienced:

- Educationists
- Project Managers
- Domain / Subject Matter Experts
- Instructional Designers
- Technical Writers
- Visual Communication Experts
- Learning Software Engineers
- eLearning Technology Architects
- Quality Assurance Professionals
- Localization Experts

## Phase II - Analysis

The Analysis phase creates the functional specifications that are in consonance with the audiences' learning gaps and motivations to enhance the effectiveness of a course. The aspects focused on during the Analysis phase are:

- **Audience Analysis:** The objective of Audience Analysis is to identify how the audience for a learning intervention can be described as a set of people different from the general population. Audience analysis consists of:
  - **Demographics:** The audience's demographics – age, education, location, experience and so on – all have a significant influence on the learning intervention being planned. Unless the relevant aspects of the audience are analyzed properly, effective learning strategies cannot be formulated.
  - **Balance of Consequences<sup>®</sup>:** This is the Affective Analysis of the Audience. The various feelings with which the learner will go through the course are considered to ensure that integrated strategies are developed to address every feeling or influence, whether positive or negative, potential or certain. The strategies are crafted with the specific goals of Retaining Current Positives, Translating Current Negatives, Avoiding New Negatives, and Ensuring New Positives.
- **Task Analysis:** The objective of Task Analysis is to identify the tasks that the audience will need to carry out as part of their jobs for which learning is planned. This phase analyzes the impact of task performance on the business needs of the organization. Task analysis consists of:
  - **Task Competence Analysis:** In this step, we correlate the performance expectations with job responsibilities and measures of performance for a particular job. First we collect and analyze performance data to isolate root causes of performance gaps. Then we identify the gaps between the existing and the desired knowledge and skills, and determine the additional knowledge and skills required to improve performance.
  - **Task Prioritization:** The first step in this is to list out the tasks that the learners would be expected to perform in their roles. Then for each task, we identify a performance objective that must be achieved for meaningful learning. In this analysis, we identify critical tasks that need focus.
- **Content Analysis:** The objective of Content Analysis is to identify the implications and impact of learning, and audit the available content inputs against learning objectives. Content analysis involves:
  - **Content Inventory:** Here we create an inventory of existing knowledge artifacts, and analyze their relevance to learning needs. We identify the missing content required to close learning gaps, and identify the improvements that need to be made to existing content for greater impact on learning.
  - **Content Impact Analysis:** For all the content artifacts identified in the Content Inventory, we analyze the impact against the Balance of Consequences, and on delivery mechanisms. We also assess the ability to integrate and re-use existing content in new and emerging platforms.



### Phase III – Design

In this phase, the course content is analyzed and structured. The content outline is created and all the instructional strategies are identified and defined. Activities performed during this phase are:

- **Draft Course Outline:** This is a high-level blueprint of a learning intervention. This stage includes:
  - **Terminal Objective Formulation:** This involves identifying the knowledge and understanding, the intellectual skills, the practical skills, and the key transferable skills that the learners will be able to demonstrate at the end of the learning intervention.
  - **Assessment Strategy:** In this step, we analyze how to test successful completion of each terminal objective. Test items are designed to assess success in achievement of each enabling objective.
- **Enhanced Course Outline:** This is a low-level blueprint of a learning courseware. This stage involves:
  - **Enabling Objective Formulation:** Here we focus on those behaviors/actions which the learners will demonstrate during the learning experience to support the achievement of the terminal objectives. All three learning domains are considered in focusing on what it is the learner will need to learn and do to be able to satisfy each terminal objective. This also identifies the conditions under which the tasks must be performed, and the standards to which the task must be performed. The resulting objectives are SMART (Specific, Measurable, Agreed-Upon, Realistic and Tangible).
  - **Instructional Strategy Formulation:** In this, we identify guidelines for creating learning experiences across pedagogy dimensions of intellectual quality, relevance, supportive learning environment, and recognition of learner differences. We factor in audience characteristics, and include elements to motivate the learners and hold their attention.
  - **Instructional System Design:** In this step, we determine program duration, program format and mode of delivery. Decisions are taken on learner interface, learner control, interaction and feedback, certifications and assessment, authoring environment, and learner administration systems.
  - **Instructional Design:** Here we create the course structure. We decide the organization of the content in the course, the number of levels of organization, and the flow and sequencing (simple to complex, pre-requisite earlier, following task chronology, balancing and so on).

### Phase IV - Development

Once the design is finalized and signoff by the customer, we start with the storyboarding and media creation. In this phase the design is populated and fleshed out. Activities performed during this phase are:

- **Storyboarding:** In this stage, the on-screen text, audio/video text, multimedia treatment and construction notes are scripted. The assessment items are also created. The course content is written as per the design document. The storyboard then undergoes various reviews – ID review, Edit review, SME review and so on as per the QPlan<sup>®</sup> - to maintain the integrity and quality of the document.
- **Media Creation:** Here we design the graphical user interface and the course-level graphic elements. The audio and visual components are recorded as per the script. The media elements that will be used (as per the storyboard) in the course are created and sent to the customer for their approval.

### Phase V - Construction

Once the storyboard is finalized and signed off by the customer, the course then goes into the construction phase. In this phase the text and the media elements are all integrated and packaged to make the final running course. Once the course is ready in all respects, it goes into the alpha testing phase. Activities performed during this phase are:

- **Integration:** Integrating the storyboard content and the media elements into a running course.
- **Functionality testing:** After the integration of the course is complete, it is reviewed for functionality and completeness as per the test plan. A checklist, derived from the requirements document and the QPlan<sup>®</sup>, is used for the final verification and signoff.
- **Validation:** The course is run on a sample audience, and feedback from this session is captured and incorporated in the course.

## Content Services

### A comprehensive range of content development services:

- Custom Courseware Development – ILT, CBT, WBT
- Content Conversion
- Content Localization
- Mobile Content & Podcasts
- Content Digitization
- Assessments Creation

### Phase VI - Implementation

Once the alpha testing is done and all issues have been closed, the Alpha course is delivered to the customer. After deployment, if there is any issue at the customer end, the issues are resolved, and the Final or Gold course is delivered. If planned in the QPlan<sup>®</sup>, the course might go into an additional round of quality testing, with the intermediate delivery of a Beta course. Activities performed during this phase are:

- Conducting the beta testing
- Incorporating comments from the beta testing
- Customer signoff
- Final delivery to customer

## 2KnowBiz Technological Skill-Sets

<b>Graphic and Multimedia</b>	Adobe Flash <sup>®</sup> CS3 and Flash Lite 2.1, Adobe Photoshop <sup>®</sup> CS3, Adobe <sup>®</sup> Dreamweaver <sup>®</sup> CS3, Adobe Illustrator <sup>®</sup> CS3, CorelDRAW <sup>®</sup> Graphics Suite X3
<b>Animation</b>	LightWave 3D <sup>®</sup> , Autodesk <sup>®</sup> Maya <sup>®</sup> , 3ds Max <sup>®</sup> , Microsoft <sup>®</sup> Silverlight, Corel Animation Shop, Ulead GIF Animator, Ulead COOL 3D Production Studio, and TVP Animation Pro
<b>Web Design &amp; Development</b>	ActionScript <sup>™</sup> 3.0, JavaScript, AJAX, VBScript, HTML/DHTML, XML/Video XML/ VoiceXML/ Audio XML, XSL/XSLT, and PHP
<b>Audio Visual Management</b>	Adobe Premiere <sup>®</sup> Pro CS3, After Effects CS3 Professional, Ulead VideoStudio 11, Ulead MediaStudio Pro 8, Adobe Soundbooth CS3, SONY Sound Forge, Acoustica Mixcraft <sup>™</sup> and Adobe <sup>®</sup> Encore <sup>®</sup> CS3
<b>Content Authoring</b>	Lectora Pro Suite, Adobe Captivate, Blackboard Content System, Articulate Rapid Learning Studio, CourseMaker Studio, StreamMaker <sup>™</sup> , Garbon Integrated Suite, KnowledgePlanet Firefly, ToolBook Authoring Suite, Camtasia Studio, Adobe Authorware, and DazzlerMax
<b>Document and e-Book Publishing</b>	RoboHelp, Adobe Acrobat <sup>®</sup> Professional, AdobeInDesign <sup>®</sup> CS3, Microsoft <sup>®</sup> Publisher
<b>LMS</b>	Saba Learning Enterprise, SumTotal, Moodle, Blackboard Learning System
<b>Standards</b>	SCORM 1.2/ 2004, AICC, IMS Global Learning, Consortium, ARIADNE, W3C, ADA 508, IEEE LTSC, CEN/ISSS
<b>Architectures &amp; Frameworks</b>	Microsoft <sup>®</sup> .Net, J2EE/J2ME, Microsoft <sup>®</sup> Windows Mobile, Symbian OS Development Tools: Java, VB.Net/ ASP.Net, C#, VC++/Embedded VC++
<b>DBMS</b>	Oracle, Microsoft <sup>®</sup> SQL Server, MySQL

### About 2KnowBiz

TKB Learning Services Pvt. Ltd. (2KnowBiz) is a **Workplace Learning and Performance Integrator** based in New Delhi, India with development facilities in Mumbai and New Delhi. Team 2KnowBiz brings several decades of intensive global experience in management, operations and people. Our solutions leverage best practices that integrate business goals with people performance measures through our POLES<sup>®</sup> framework. Our passion is **Learning that means Business**.