

# Phase I – Analysis and Design

*For a Successful Custom Training Program*

- A** Analyze
- D** Design
- D** Develop
- I** Implement
- E** Evaluate

*Phase I*

The Phase I approach insures the right plan for your project, a plan that is guaranteed to meet with your approval.

### The Purpose of a Phase I

To ensure the client approves of the training before it is created, including scope, budget, and time. Would you start building a house without a blueprint?

### The Result of a Phase I

- Instructional design “blueprint,” optimized for your learning needs, and based on empirical analysis
- Project workplan, including tasks and dependencies, and production schedule
- Accurate production budget

### The Benefits of a Phase I

- Learning solution defined and easy to envision.
- Improved decision-making.
- Blueprint can be changed and revised easily.
- Design is not complete until the client approves.
- Accurate cost and time estimates.
- Design can be revised to achieve specific budget and time goals.

### The Tasks During Phase I

<b>A</b>	<b>D</b>	<b>D</b>	<b>I</b>	<b>E</b>
Analyze	Design	Develop	Implement	Evaluate
<ul style="list-style-type: none"> <li>• Understand business and training need</li> <li>• Gap analysis</li> <li>• Interview stakeholders, subject matter experts, target audience</li> <li>• Review existing content materials</li> <li>• Define learning environment and parameters</li> </ul>	<ul style="list-style-type: none"> <li>• Identify learning methods and media</li> <li>• Present alternative solutions and recommendations, with budget, scope, and time estimates</li> <li>• Revise recommendations per client feedback, provide final learning design and content outline.</li> <li>• Develop project workplan, including tasks, responsibilities, and timelines.</li> </ul>	<ul style="list-style-type: none"> <li>• Production phase</li> <li>• Content Development (writing, slides, etc.)</li> <li>• Programming</li> <li>• Layout</li> <li>• Graphics &amp; Artwork</li> <li>• Prototype</li> <li>• Beta testing</li> <li>• User Testing</li> </ul>	<ul style="list-style-type: none"> <li>• Rollout to field</li> <li>• User assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Review results</li> <li>• Plan for future improvements and versions</li> <li>• ROI analysis</li> </ul>

