CommLab INDIA for effective learning

Product Training through Articulate Tool

Product Testing Industry

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Background

CommLab India designed and developed an online course for one of its Fortune clients, which provides technical expertise to its manufacturers all over the world, so that they can build safer products for their manufacturer's customers.

This course was targeted at technicians in the manufacturing refrigerators and air conditioning equipment domain who were interested in honing their skills in that field.

The course was designed to bring about a complete awareness on specific requirements that refrigerators and air conditioners have, apart from general requirements.

Client Requirement

One of the leading product testing and certification companies identified a need for familiarizing their customers with the standards followed at their laboratories for testing and certifying of products. To meet this need, they recognized that the best solution would be to provide an eLearning course to their customers. The client wanted this course to have information on all the safety standards to be adopted during the manufacturing of products such as refrigerators and air conditioners.

They provided us with Word files and PDFs, which contained standards specific to various products such as refrigerators, elevators, air conditioning equipment, power cables etc.

The client didn't want any changes in the content provided as it was about testing standards.

They wanted us to build the course using the development tool Articulate. The final and most challenging requirement was to have the course delivered within 3 weeks on their Learning Management System (LMS).

Challenge

The content was very dry and technical as it talked about the scope and standards for the testing of various products.

The learners in the manufacturing company were new to eLearning.

Keeping the learner involved and engaged with such a dull topic and keeping their motivation levels high was also quite a bit of a challenge.

Solution

Taking the learner's profile and nature of the content into consideration, we devised an effective instructional strategy. Our strategy was to start with a "What's In It For Me (WIIFM)" and then have the standards presented for each product in sections.

Each section had around 3 to 4 pages which explained topics such as the scope of the standards, review of each standard and a deep dive into each standard clause-by-clause, followed by exercises. The WIIFM contained instructions on why following these safety standards is important for manufacturers and how this certification can help them in establishing their reputation with customers.

The timeframe for course development was short hence we decided to make a prototype so that the client's expectations and our understanding were aligned.

We tried to use a varied mix of Articulate templates to explain the concept to speed up the development process, while ensuring that those templates were apt for the type of content presented. Interactivities included Tabs to explain the set of related concepts in each section, a Media Tour to explain various types of refrigerators, and a Click on Numbers interactivity to explain the sub-clauses of each section in detail.

Knowledge checks were used at certain intervals to assess as well as reinforce the learning. We also used photographs of the products as an aid in explaining the concepts. The audio was very effective because we selected a narrator who had a serious, yet friendly tone, which captured the learner's attention.

As the learners were new to eLearning, an orientation page was provided in the beginning of the course to familiarize the learners with various controls of the course. Navigation instructions were provided in each page to make it clear on how to proceed next.

Result

An engaging eLearning course was developed using the tool Articulate, which was cost effective and time effective too.

The feedback on the prototype course was *"Thank you. Our first impression is very good. Things appear to be going well".*

The client was happy with the final product and was amazed on seeing the dramatic transformation of dry and boring content into easy and understandable learning - far exceeding their expectations.

About CommLab India

CommLab India (www.commlabindia.com) is a Custom eLearning Solutions Company based in India. Since2000, it has been providing state-of-the-art eLearning services to organizations across the world in the areas of Learning Consultancy, Custom Courseware, and Learning Technology. Some of our reputed clients are **BC Hydro**, **George Washington University**, **Kawasaki** and **Deloitte**. We are preferred vendors to some of the Fortune 500 companies like **Alcoa**, **Unilever** and **Pepco Holdings Inc**.

Sample Screenshots: