

ADDIE MODEL

The ADDIE model is a five step process used in the development of e-learning and training materials. Each step has key actions and considerations to work through which then feed into the next. Each stage may be taken on by different members of the team.

Before you start.

Before a project enters the full process it may have already gone through preparation stages such as for submitting bids and tenders, market scoping or internal proposals.

What next?

There have been many further models created using the ADDIE system, for example, Rapid Prototyping. This model incorporates the use of reflection and feedback into the process at more frequent intervals

The project is more thoroughly scoped, with learning objectives and aims clarified, a visual styling decided and the overall user experience developed.

Actions and considerations:

- What are the learning objectives?
- Which visual style will appeal most to the learner and reflect the topic?
- How will the overall user experience flow?
- Do prototypes and samples need to be created?

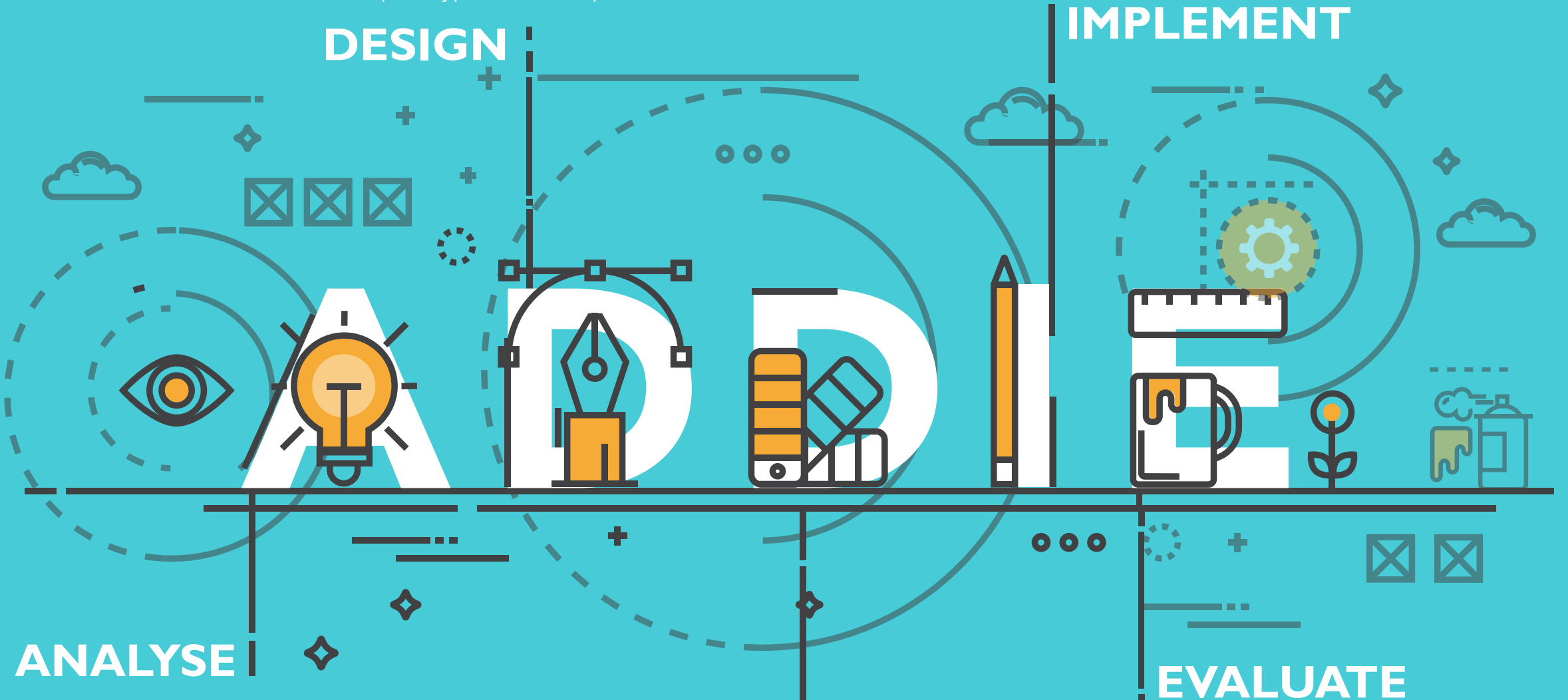
DESIGN

The learning is rolled out and training procedures are developed.

Actions and considerations:

- Is the supporting LMS or website ready?
- Do the learners need any prior training or materials?
- How are sales and marketing involved?
- Do any staff need training?

IMPLEMENT



ANALYSE

Gain a holistic view of the course through initial scoping. Identify the aim of the project and the learners prior knowledge.

Actions and considerations:

- Who is the target audience?
- What outcomes do the learners need to achieve?
- What are the timescales and how is this broken down into stages?
- What costs are involved?
- Does additional resource need sourcing?
- Do you need an SME sourcing?
- Which pedagogical methods will be used?

DEVELOP

The project is built, tested, amended and thoroughly reviewed.

Actions and considerations:

- How is it to be created?
- Which technologies will be used?
- Which testing procedures will be used?
- How will feedback be provided?
- Who is involved in the design process and which skills are needed?
- What are the timescales?

EVALUATE

Though this is technically the last part of the model, evaluation and reflection should be continual throughout the whole process.

Actions and considerations:

- The use of formative or summative evaluation methods
- Incorporating team, peer and customer reviews
- What was successful?
- What didn't work?
- Could there have been any improvements to the process?