Abela Worksheets

Worksheet A.1a. Audience Personality Type

Audience	Personality Type
Anyone interested in learning the basic components of Captivate – all ages, backgrounds, education levels, etc.	Unknown / Varies

Worksheet A.1b. Audience Personality Implications

Instructional Presentation Implications

- Provide all or part of the presentation in advance
- Plan for lots of discussion and Q&A (not applicable for job aid)
- Include all relevant facts and details in the presentation or appendix
- Provide an overview up-front
- Identify principles, costs, and benefits
- State implication for the audience
- Present Conclusions up-front
- List all alternatives considered (not applicable to the content)

Captivate is a highly intriguing program, which offers robust and easy-to-use features. Users can create flash-based files without learning Flash or html code. Because files can be published into SWF files, people can view them online, in eLearning presentations, through learning management systems, or in offline browser windows. Users can create self-running presentations, software demonstrations and simulations, quizzes, slideshows, branching content, screencasts, and podcasts. These versatile features make it attractive to many users from countless professional fields. Therefore, my audience must be broad and all-inclusive.

|	From	To
Think	Captivate is a difficult program that only advanced designers use; it requires significant training to learn.	Captivate is easy! Many elements of Captivate are similar to other applications with which users are likely familiar. Once they get used to navigating in Captivate, they can use it with little difficulty.
Do	Use PowerPoint as the default application for all projects	Witness the capabilities of Captivate and identify its functions so they can make an educated decision about which application to use for a given project
Do	Create linear electronic page turners (with or without narration)	Design and develop creative training materials, presentations, etc. that employ engaging animations and interactions

Worksheet A.3. Audience Problem

The audience's problem is simply that they do not know how to use Captivate. They do not have an application that lets them create self-running presentations, software demonstrations and simulations, quizzes, slideshows, branching content, screencasts, and podcasts *quickly* and *easily*.

As a result, their presentations or eLearning courses may become mundane electronic page-turners. These types of presentations do not achieve their goal. In the case of eLearning, the goal is to build new knowledge or skills using content that is relevant to learning objectives, instructional methods such as examples and practice, and media elements (Clark, 2003). This is difficult or impossible to do in many software applications. Even when possible, the media is not often dynamic and engaging.

But why is dynamic content important? Today's learners are enveloped in electronic environments through the Internet, TV, and video games. Their expectations for entertainment have grown, and in turn, their expectations for all forms of media have grown. Dynamic presentations and eLearning courses engage and motivate learners.

Many members of my audience may believe they have to learn Flash and html code to create dynamic and engaging content; these skills can be cumbersome, time-consuming, and difficult to learn. Captivate provides an alternative. It has a simple user interface that mirrors many applications users may already use, but it produces high-end flash products complete with animations and interactions.

Worksheet A.4. Spectrum of Solution Contributions
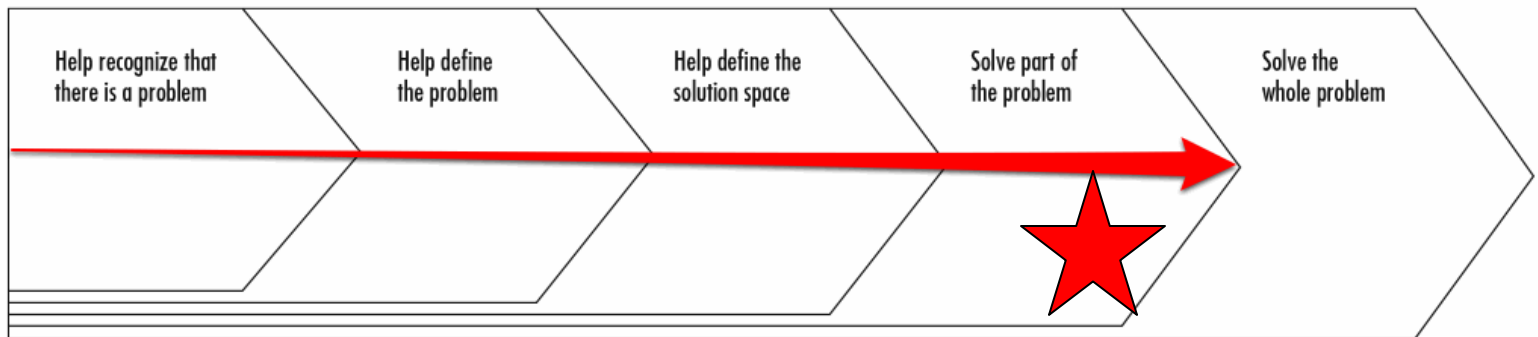
This job aid introduces new users to the Captivate interface. It provides a tour that includes information they're likely to need, but excludes extraneous or advanced skills and settings.

Although this only solves part of the problem, this job aid provides foundational knowledge for the basics of Captivate that addresses the immediate needs of new users, and provides a one-stop-shop resource users can reference while on the job.

Worksheet A.5. Solution Evaluation

	Option 1	Option 2	Option 3
Evaluation *Criteria*	*Captivate*	*PowerPoint*	*Flash*
Quality of Final Product	Quizzes, interactions, simulations, screencasts, video	Animations are possible, interactions are not	Quizzes, interactions, simulations, video; Flash has more capabilities than Captivate (aside from screencasts)
Development Time	100 hours	80 hours	180 hours
Development Cost	$100,000	$80,000	$180,000
Job Satisfaction	Currently unknown - Ask employees to rate their satisfaction with the tools available	Currently unknown - Ask employees to rate their satisfaction with the tools available	Currently unknown - Ask employees to rate their satisfaction with the tools available

Worksheet A.6. List of Evidence

Evidence:

- Visuals of the sections of Captivate beginners need

- How to navigate to the aforementioned sections

- The functions of relevant features

- How to set preferences (slide, recording, quiz, project)

- How to capture screen images

- How to create Quiz slides

- Previewing and publishing projects

Worksheet A.7 Stakeholder Analysis

Who will be impacted by the success or failure of this instructional product?	Group A Developers (My Audience)	Group B Training Managers	Group C Participants (My Audience's Audience)
What is their role in the success or failure of this instructional product?	Using the job aid to make presentations and eLearning courses using Captivate	Evaluating content developers create	Receiving the content developers make
How will they be impacted if the instructional product is a success (i.e., learners achieve learning objectives)?	Increased scores on performance appraisal, positive reputation	The content represents them and their department; they will receive praise, incentives, or bonuses	Full understanding of the content, ability to do their job well
How will they be impacted if the instructional product is a failure (i.e., learners do not achieve learning objectives)?	Decreased scores on performance appraisal, negative reputation	The content represents them and their department; they will lose incentives or bonuses	Poor understanding of the content, inability to do their job well