303

xAPI-enabled Interactive Video for a Mobile World

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SESSION PRESENTERS

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BACKSTORY: THE “PILOT PROJECT”

• Global MLM wanted to revamp their onboarding program
  o Rethink new hire orientation
  o Considering deploying new training program outside current LMS
• Overarching goals of new initiative included
  o Accelerate new hire productivity
  o Reduce “speed to competency/time to revenue”
• Go to Market Strategy
  o Identify new content/creative & technology teams who could help revolutionize their offerings & improve the outcomes
  o Enter: Th3rd Coast
• Existing Foundational Sales Curriculum (12 courses)
  o created over a 10 year period
  o by multiple vendors/employees/on various tech.
  o provided dissimilar experience/design, lacked instructional integrity
• Completion required 30+ hours of seat time
• Very low learner engagement – no one would take them
• Thus…even lower completion statistics
• And, an “even lower than low” learner opinion of existing training
THE MISSION

• Re-create the entire SALES curriculum
  o put it in a context the sales force will respond to
• For a target audience -U35
  o so, make it fun
• And make it way shorter. AND bite sized
  o without compromising instructional integrity
• AND, of course, it had to be MOBILE friendly
  o because it’s U35
• AND the desire was to track all user interactions
  o But mobile won’t work on our LMS
ANALYSIS

- Look at the all 30+ hours of content
- Eliminate Redundancies
- Validate instructional design integrity
- Map new curriculum
- Research Technology options
- Determine creative direction...and then

...THE AHA MOMENT
THE SOLUTION... VIDEO?

• Subject matter = lends itself to video
• U35 group = loves video
• Mobile technology = is ideal for video
• Storytelling = works well as video
• Immersive Experiences = perfect in video
• Contextual Scenarios = ideal in video
BUT VIDEO IS ASYNCHRONOUS!!

Not anymore!!

• Flip the paradigm
• Create a real-life context for the training
• Create relatable stories
• Create characters who share in struggles
• Create levels of interaction, challenges, games
• Make the learner a character in the story
IT’S ALL ABOUT THE STORY

Lots of stats about:
- video increasing engagement
- interactivity increasing retention

But it’s all of those...and it still won’t work if the writing isn’t amazing.
WHAT ABOUT THE TRACKING?

• Had a good creative idea
• Had client backing
• Had successful pilot and testing
• Had the entire company stoked...there was actually a buzz around the entire company
• But...we had a major missing element.
xAPI + INTERACTIVE VIDEO

Tracking Objectives:
- Track overall completion of modules
- Track individual interactions and views
- Track which office objects observed and how long each was observed
- Track Amway products presented

For what?
- Know who has completed what
- Understand which office objects were viewed and how that relates to objects selected
- Correlate training performance & product understanding with sales performance
OnPoint CellCast Framework for native app and online delivery

- Full xAPI tracking within apps
- Integrated LRS to receive xAPI Statements
- Analytics Dashboard for activity stream and data visualization
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