T204
Open and Shut Game Strategy: Virtual Window Installation

Dan Kackan, Cinecraft Productions

Austin, TX • June 8 – 10, 2016
Open and Shut Immersive Strategy

Dan Keckan
VP eLearning & Instructional Design, Cinecraft Productions
dan@cinecraft.com
www.cinecraft.com
Background

- eLearning and Instructional Design leader at Cinecraft Productions - National content development company since 1939
- 17 years in design and development
- Award winning simulations for Ace Hardware, Sherwin-Williams, Goodyear and more
Who has installed a window?

Can I get a volunteer?

Go to Window Install Game

Click on OSI Quad Window and Door (PC, iPhone 5S or iPad 4)
Performance Support Video
The Need

- Train window installers the proper steps to installing a window
- Reach larger population of installers (50,000)
- Enable additional marketing touch-point through education
- Certification = 15 year warranty on window installation
Solution

- Redesign 2 hour ILT into 16 (5) minute micro-courses
- Immersive: Focused on skill development
- Performance support
- Mobile
- Game Mechanics
- Certification = 15 year warranty
Challenges

- Marketing vs. Training
- Content needed to be redesigned...no really redesigned.
- Mobile and Immersive
# The Process

- Instructional Design - Define steps and identify skills to correct, with SME input

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Remove WRB from Rough Opening (#5-3)</td>
</tr>
</tbody>
</table>
|     |  - **Narration/Text** - “To begin you will start by removing the excess WRB around the rough opening. Choose the tool to begin this process.”  
   - **Tool/Item** - Utility Knife  
   - **Action** - Cut all 4 sides of rough opening |
| 2. | Cut Flap in WRB at Header (#5-3) |
|     |  - **Tool/Item** - Utility Knife  
   - **Action** - Make 45-degree angle cut at each side of the head and side jamb |
| 3. | Tape Flap (#5-3) |
|     |  - **Tool/Item** - Tape  
   - **Action** - Fasten top of flap with tape |
| 4. | Cut WRB 1-1 ¼ Around Rough Opening |
|     |  - **Tool** - Utility Knife |
The Process

- Manage with an Agile methodology mindset rather than ADDIE

- Graphic Design - 3D model/animation (Cinema 4D)
  - Cost greatly depends on models provided or having to draw
The Process

- Programming - 2D gaming engine (Construct 2)
  - Not meant for what we were trying to accomplish
  - But, it was bandwidth friendly
  - Easy to use
  - Some JS to talk with Storyline and the LMS
Thank You

Provide an experience for the learner as close to the behavior or skill to be learned

Dan Keckan
dan@cinecraft.com
www.cinecraft.com