Design Goat

Ahead of the learning curve

Instructional design and development agency uses Adobe Captivate to help clients reach business objectives through engaging training experiences

Design Goat, a creative services firm specializing in UX-centered learning design and development, approaches client learning projects with both a creative and business focus by keeping the learner at the heart of every project. From a business perspective, Design Goat supports its clients' unique business objectives on each project by maximizing return on training spend and empowering clients to grow their learning libraries going forward.

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Results

· Delivered hundreds of eLearning courses to over 300,000 unique users

· Expanded firm as rapid developer of polished, highly interactive learning solutions

· Leveraged flexibility and integration of Adobe Captivate for agile design and development of eLearning courses

· Authored and tested content once, deployed across multiple devices

· Integrated eLearning content into proprietary and open-source Learning Management Systems

· Expected to save more than 60% through Adobe Creative Cloud™ membership in one year

Design Goat's diverse portfolio is comprised of projects ranging from blended learning solutions to customized curricula and Learning Management System (LMS) customization and integration. The firm has produced hundreds of courses reaching more than 300,000 unique learners with a client roster spanning retail, financial, technology, and non-profit sectors.

Founded by CEO Sara Henderson, who brings a decade of instructional design and consultation experience to the firm, Design Goat folds core user-experience development principles into its eLearning programs. Using Adobe Captivate software, Design Goat differentiates itself in the marketplace by delivering engaging, targeted learning experiences that tie directly to client business objectives coupled with a knowledge transfer process that enables clients to be self-sufficient moving forward.

"The era of static, next-click lessons is over," says Henderson. "Now, we are developing targeted learning experiences that capture the learner's interest with a user-friendly interface that makes it easy to explore and learn in an interactive way." Additionally, by creating smaller, "bite-size" learning experiences for an increasingly mobile workforce, Design Goat enables its clients to securely deliver consistent training content on the learner's device of choice, where and when they need it.

Standardizing on common tools for rapid design and development

Design Goat's focus is on delivering the right size solution for each client, rapidly bringing it to market, and when needed, integrating results into SCORM-compliant and open source learning management platforms. Using Adobe Captivate in conjunction with Adobe Creative Suite® software including Adobe Photoshop®, Adobe Dreamweaver®, and Adobe Flash® Professional, the firm's designers and developers easily share files and move seamlessly through an iterative, collaborative workflow. As design team sizes increase or decrease according to the demands of each project, Design Goat leverages its Adobe Creative Cloud membership to flexibly access the latest Adobe Creative Suite software on demand as needed. "As a growing business, membership in Adobe Creative Cloud provides an excellent combination of savings and added value through its flexibility," says Henderson.

Design Goat works collaboratively with clients, many of whom have internal expertise and dedicated instructional design staff using Adobe Captivate. In a recent engagement, a non-profit client needed to build out its existing LMS with more refined course content as well as an end-to-end registration, course completion, and assessment process.
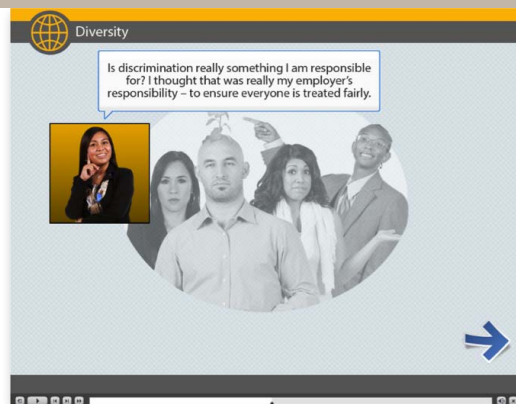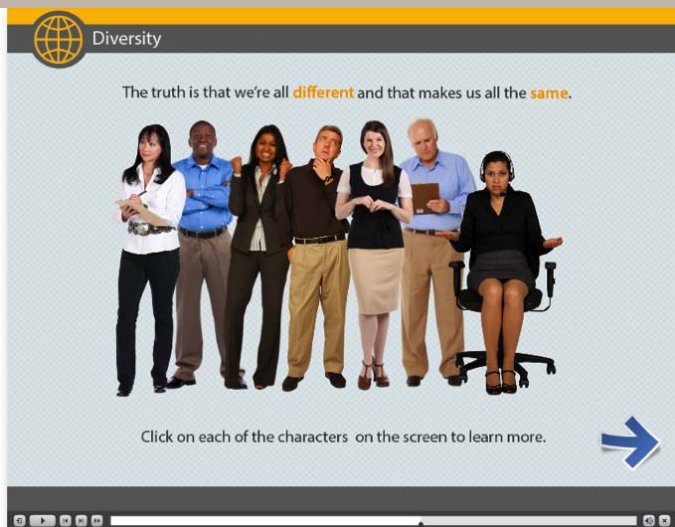
Challenge

- Deliver eLearning experiences tailored to meet client business objectives and that maximize return on training spend
- Enable customers to extend learning platforms internally and integrate with Learning Management Systems
- Deliver eLearning courses on devices for a mobile workforce

Solution

- Standardize on Adobe Captivate for rapid development of compelling, customized, interactive eLearning programs for training and organizational development across devices
- Leverage the convenience and cost-efficiencies of Adobe Creative Cloud membership to access up-to-date, design, development, and productivity tools that integrate seamlessly with Adobe Captivate

Systems at a glance

Adobe Captivate

Adobe Creative Cloud. Components used include:

- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Flash Professional

Using Adobe Captivate, Design Goat provided a new training structure for the client that includes a 30-second instructional video on how to use the system, a registration landing page, 15 individual courses, templates that enable the client to build its own courses moving forward, and a custom interface into the client's open-source LMS.

Fulfilling the training needs of individual learners

Design Goat creates highly targeted client training experiences using Adobe Captivate to create user interfaces that are clean and simple. Projects are delivered that enable clients to easily customize how learners access, test, and measure knowledge as needed with a recommendation to use Adobe Captivate for managing the courseware going forward. "There is no other integrated software package on the market that can meet such a broad spectrum of instructional design and development needs with such ease. Of all the tools on the market, Adobe Captivate is the one we recommend first to clients," says Henderson.

Design Goat recently leveraged the advanced inline quizzing feature in Adobe Captivate to assess the knowledge and training needs of individual learners for a high-profile financial services client. With SCORM-compliant pre- and post- testing, as well as self-assessment knowledge checks and branch-aware quizzing, the courseware directs learners to appropriate content sections, and quizzes them at the end to gauge what they have learned.

At the same time, HR staff can track progress of individual learners to help ensure compliance with training and regulatory standards necessary for financial sector employees. Such advanced functionality results in a flexible learning system comprised of discreet learning objects that can be incorporated into courses, or kept as standalone testing events.

Another important way Design Goat creates compelling learning experiences using Adobe Captivate is through out-of-the-box learning interactions. With drag-and-drop simplicity, instructional developers quickly transform text-laden subject matter into polished, customized, interactive learning flows using pre-built widgets in Adobe Captivate, including process circles, timelines, accordion tabs, and circle matrixes that reveal interactivity and other visual clues.

"With Adobe Captivate, we were able to build a total training program with components organized by topic, optimized for publishing to mobile platforms using HTML5."

Sara Henderson, CEO, Design Goat

Multiple file types: a big win for mobile training

Increasingly, Design Goat plans multiplatform strategies that best meet the business requirements of evolving global workforces. By developing once in Adobe Captivate and outputting to HTML5 and MP4 formats, the company packages learning solutions in ways that serve mobile deployment.

For example, a recent client needed a nontraditional training program where first-level supervisors could push training programs out to tablets and mobile devices for frontline coaching among geographically dispersed employees. "With Adobe Captivate, we were able to build a total training program with components organized by topic, optimized for publishing to mobile platforms using HTML5," says Henderson. Dynamic elements such as podcasts and video can be simply dropped into modules, resulting in mobile experiences consistent with desktop and laptop learning.

"Adobe Captivate has everything we need to rapidly author a wide range of interactive eLearning and HTML5-based mLearning content. At the same time, it is so user friendly that our non-technical clients are able to maintain training platforms and curricula with confidence going forward," says Henderson.

For more information
www.adobe.com/products/
captivate.html