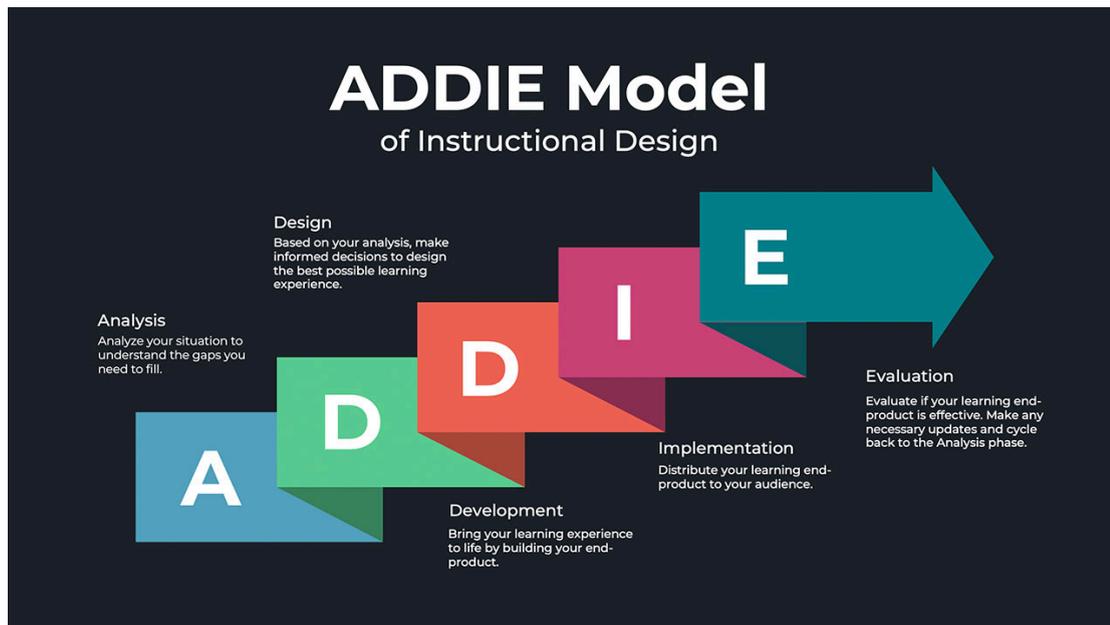


THE ADDIE MODEL

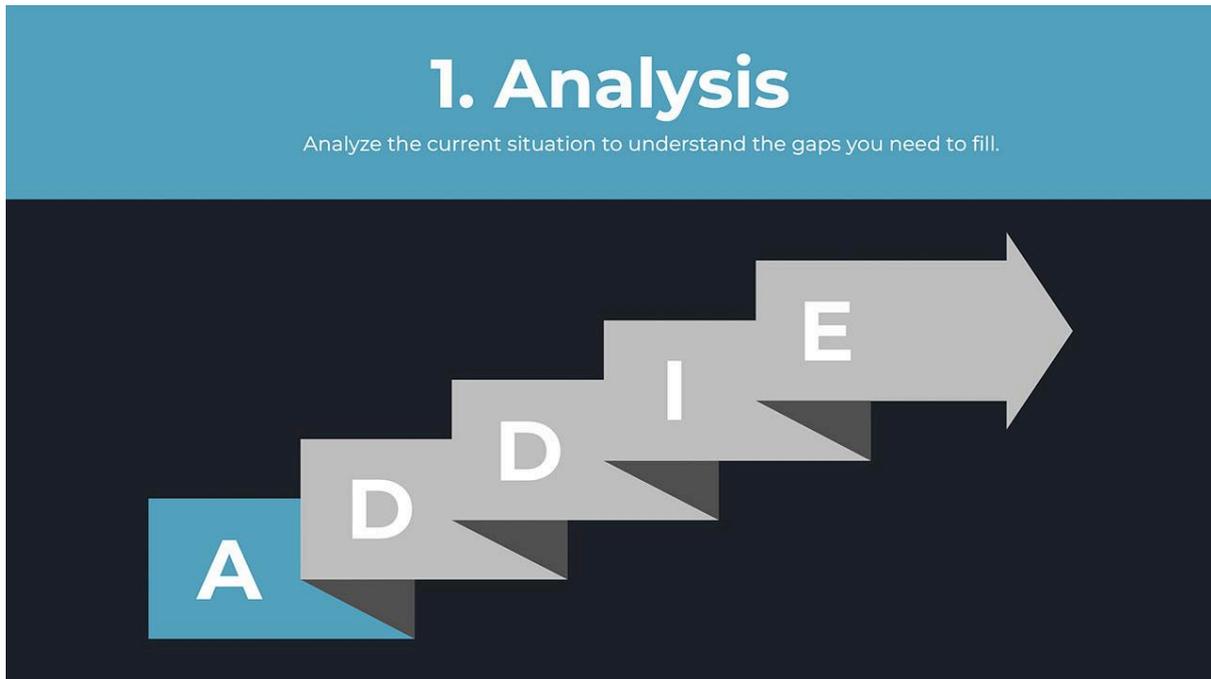


ADDIE is an acronym, meaning each letter stands for a different phase for creating an effective eLearning course. ADDIE stands for:

1. **Analysis**
2. **Design**
3. **Development**
4. **Implementation**
5. **Evaluation**

The model is meant to be completed in sequential order, from Analysis to Evaluation. However, ADDIE is designed to be a flexible, [continuous process](#) of improvements and iterations. In the context of eLearning, let's take a closer look at each phase.

1. Analysis



Before you start developing your eLearning course, the ADDIE model states you should first analyze the current situation. Basically, get a clear picture of where everything is currently to understand the gaps you need to fill.

A [quality analysis](#) helps identify learning goals and objectives. It also helps gather information about what your audience already knows and what they still need to learn.

How do you perform a good analysis? Ask good questions – who, what, why, where, when, and how?

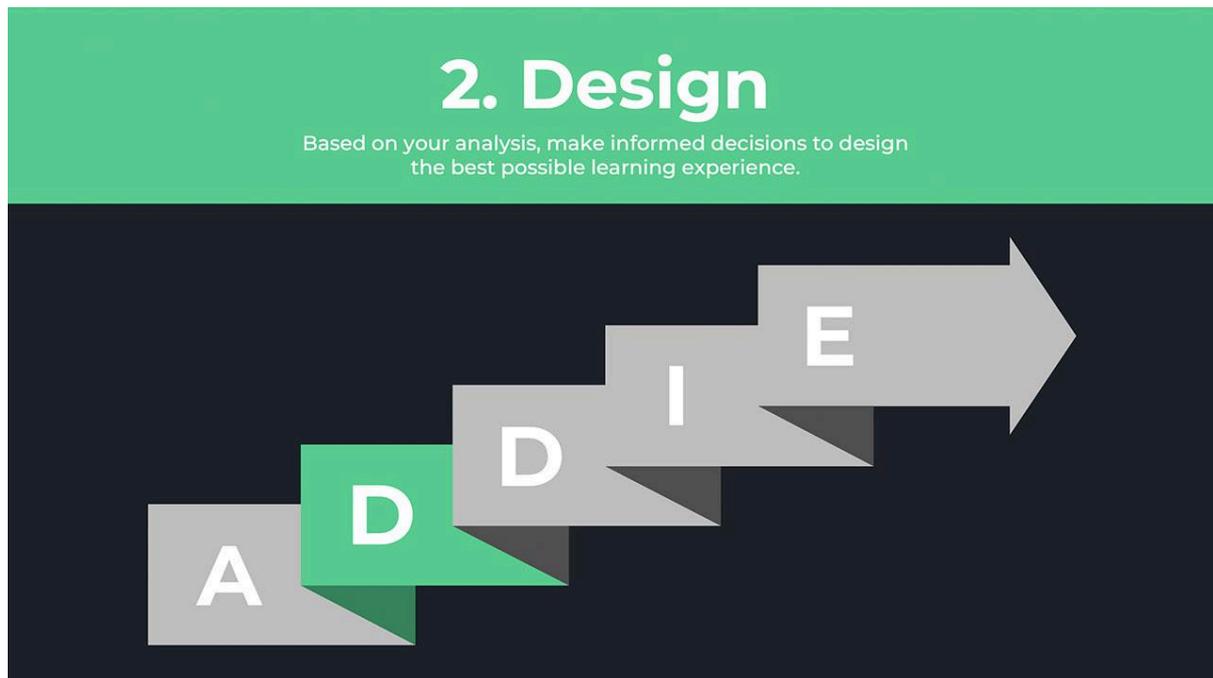
A few suggested questions to ask are:

- *Who is the audience and what are they like?*
- *What is the problem we are trying to solve?*
- *Why are we doing training at all?*
- *What is the desired outcome of this learning experience?*
- *What does the audience already know?*
- *What tools are best to deliver this type of information?*
- *When does this need to be delivered?*

The finished analysis should become the heart and soul of your eLearning course. You'll use this analysis as you move through the next phases in the ADDIE process.

OUTPUT: At the end of the Analysis phase, you should have a plan for your eLearning course and know your training needs.

2. Design



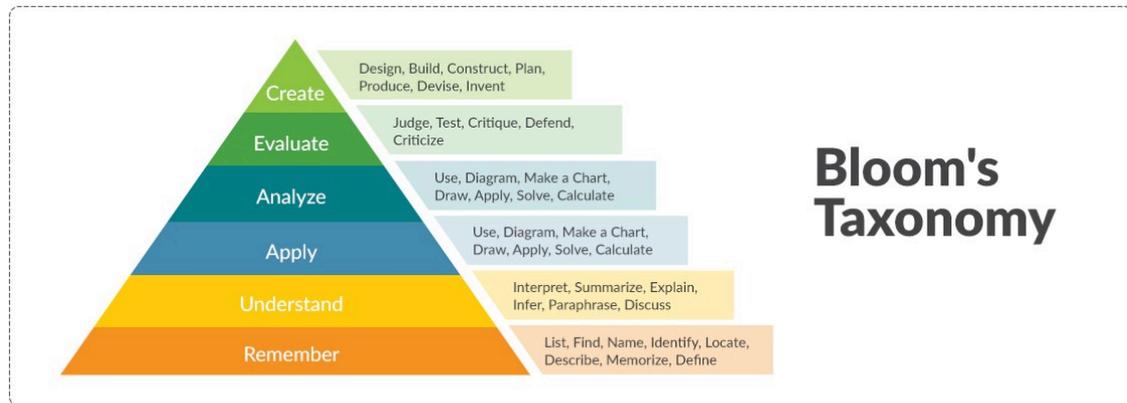
In the Design phase, we view all the information from the Analysis phase and make informed decisions about creating the learning program. Be aware – this phase is often time-intensive and requires attention to detail. The Design phase helps us decide specific [learning objectives](#), structure of the content, mental processes needed by participants, knowledge or skills participants need to retain, best tools to use, videos or graphics to create, the length of time for each lesson. Just to name a few of the essentials. In a nutshell, this is where all your expertise as an instructional designer comes into play.

The ADDIE model suggests building a storyboard, or blueprint, of our entire eLearning course. Storyboards are meant to help the designer and stakeholders visualize big ideas. They can also speed up the development process.

Note that while storyboarding can be helpful, many projects don't allow sufficient time for such detail.

OUTPUT: At the end of the Design phase, you should have your course outline, overall design, and storyboard completed.

PRO TIP: Bloom's Taxonomy of Learning Objectives is considered by many to be the core theory that powers learning. Focusing on the cognitive domain; design based on Bloom's Taxonomy stresses on — Remembering, Understanding, Applying, Analyzing, Evaluating, and Creating.



3. Development

3. Development

Bring your learning experience to life by building your end- product.

A graphic illustrating the ADDIE model. It features a sequence of four overlapping arrows pointing to the right, each containing a letter: 'A', 'D', 'I', and 'E'. The 'D' is highlighted in red, while the others are in grey. The arrows are set against a dark blue background.

You've got your analysis and design. Now it's time to start building.

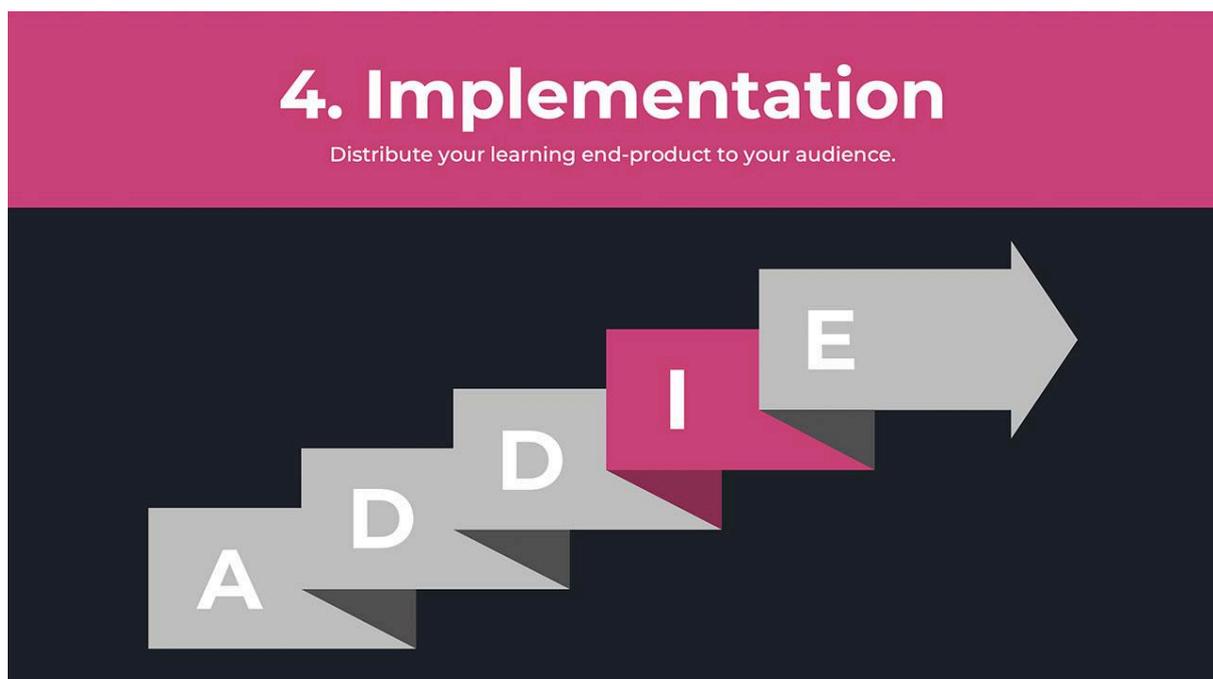
The Development phase is where you actually begin creating or [developing](#), your eLearning course.

In the previous Design phase, the content ideas should have already been decided. Your job in the Development phase is to bring those content ideas to life. This means laying out the content visually, creating graphics, recording videos, carefully selecting fonts and colors, building the course in the eLearning authoring tool. Anything that has to do with creating the actual end-product for your learners.

One major part of the Development phase is testing. You don't want to build an entire course, upload it to an LMS, and send it out to thousands of employees if one of the slides won't let users move forward. Or the quiz results aren't being recorded. Make sure you have an established testing and review process with your stakeholders. You'll want to have a few different eyes on it to catch any errors that sneak through the cracks.

OUTPUT: At the end of the Development phase, you should have your entire eLearning course completed.

4. Implementation



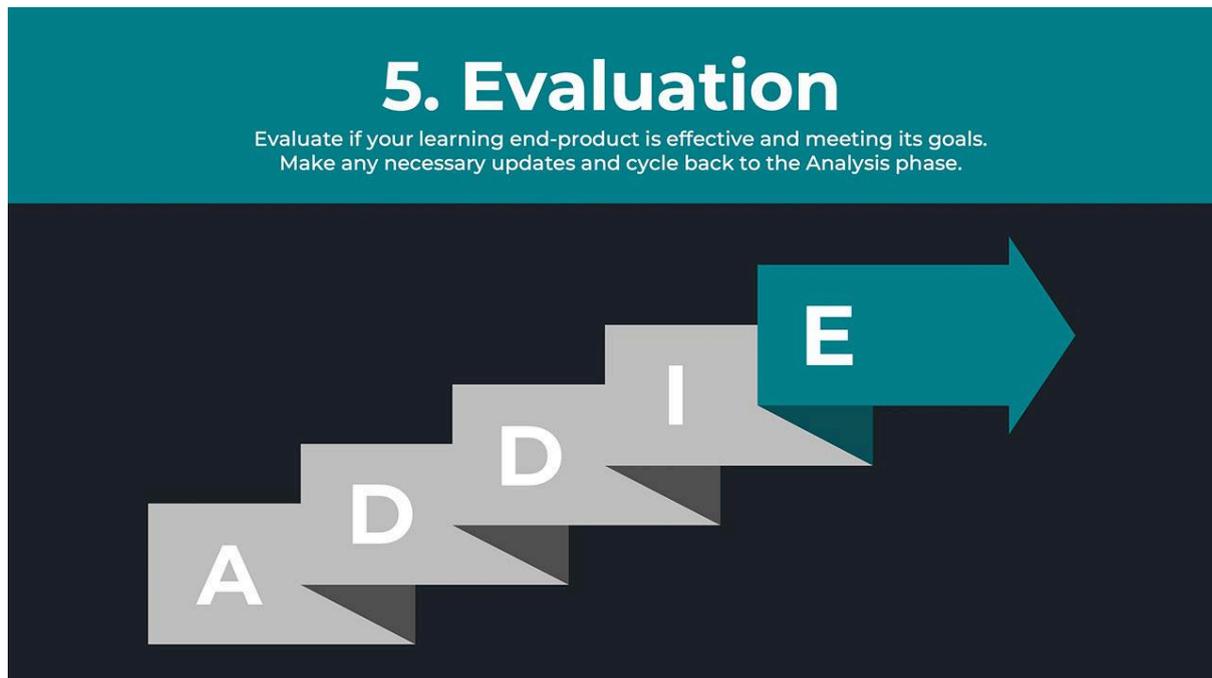
Your eLearning course has been created, tested, and approved. Now it's time for your learners to take the course.

Most often in the world of eLearning, this means exporting your file and uploading the course to an [LMS \(Learning Management System\)](#). During the export process, make sure you work with your client to know the exact settings they prefer for tracking.

Once the course is distributed and users begin taking the course, pay close attention to see if any issues arise.

OUTPUT: At the end of the Implementation phase, your eLearning course is available in the LMS for users to begin completing.

5. Evaluation



The final phase in the ADDIE Model is evaluation.

After the eLearning course is designed, developed, and implemented, you want to make sure it's doing its job. Is the course effective? Are your learners confused?

The Evaluation phase is all about [gathering important information](#) to see if the course needs to be revised and improved.

You can gather this information by viewing back-end data on the LMS. And asking users to complete surveys after they've finished the course. One unique feature of the ADDIE model is that it can be used as a continuous cycle. For example – you gather feedback in the final Evaluation phase. Then plop it right back into the beginning Analysis phase, which starts an entirely new iteration of your end-product. Pretty neat.

OUTPUT: At the end of the Evaluation phase, you should have detailed information about what you need to revise or improve for this course or future courses.

Here's another useful image of ADDIE'S five steps below.

