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Every Click Counts - SOP Support Ticket Training at Nexora

1. Introduction

This interactive eLearning module was designed to teach a standard operating procedure (SOP) for submitting internal support tickets at a fictional tech startup, Nexora. The need for this training arose from employees submitting tickets inconsistently – often bypassing self-service tools, escalating issues prematurely, or assuming problems would resolve on their own. The goal of the SOP is to streamline internal support, clarify expectations, and improve efficiency across teams.

The intended audience for this module is Nexora employees, particularly new hires who may not yet be familiar with the internal tools or processes. The learning experience is approximately 10 minutes long and includes a narrated explanation of the SOP, a flowchart walk-through, and a branching scenario to reinforce the content through practice. Learners should also download the flowchart so they can use it for this activity and as a job aid in their everyday work life.

Learning Objectives

1. Apply a structured SOP to resolve internal issues.

2. Use critical thinking to decide when and how to escalate.

3. Gain confidence using internal tools, including a knowledge base and ticketing system.

2. Reasons for Content, Organization, and Interactions

The content for this module was inspired by a job description that required creating an SOP and training around it. I chose to structure the module using a flowchart, a narrated walkthrough, a short branching scenario, which is a decision-based simulation modeled after Clark Aldrich's "Short Sims," a reflection, and a summary. The structure promotes focus and engagement by progressively building from knowledge to application. The goal was to prioritize what workers need to do, not just what they need to know.

The flowchart was presented first to give learners a high-level view of the SOP, including key decision points such as "Is it urgent?" or "Have you checked the

knowledge base?” This big-picture approach helps learners make better choices later in the scenario.

The scenario reflects a common workplace issue: being overwhelmed by an urgent request and not knowing how to proceed. It allows learners to make decisions and see the outcomes, without facing real-world consequences. Interactions include branching questions, on-screen instructions, and reflective prompts. Each decision point is followed by customized feedback, helping learners understand what went right or wrong. Chunking and immediate feedback were used throughout to maintain engagement and promote knowledge retention.

Because Nexora is a fictional tech startup, I designed the module with fast-paced, independent learners in mind. In startup environments, employees are often juggling multiple projects and may overlook procedural training unless it connects to daily frustrations. By creating a relatable scenario and grounding it in a tool they’ll use (the support ticket SOP), the module helps learners connect the training to their everyday experience and see its practical value.

3. Design Decisions

I chose Articulate Storyline 360 because it’s widely used in the instructional design roles I’m targeting, and I already have a subscription. I storyboarded the project in a Google Doc and created a choose-your-own-response dialog that mirrors real workplace scenarios. The storyboard included all interactions, screen elements, voiceover text, and alternate learner paths. I also created a visual SOP using Lucidchart and polished it in Canva with clear decision points, which will help learners better visualize the process before engaging with the scenario.

From a design standpoint, I applied CRAP principles throughout. I used high contrast between dark text and pastel backgrounds, consistent alignment with a grid system, and visual grouping to reduce cognitive load. Repetition was achieved by referencing the SOP regularly and using visual anchors like headings and imagery. Bold and italic text was used to emphasize key terms, and all interactive elements were aligned and spaced for clarity.

Because SOP training can often feel dry or overly technical, I intentionally added light humor through animated characters and dialogue in the scenario. While I initially planned on using images through Storyline, I later decided to include Vyond characters to make the experience more dynamic. This added a touch of personality while maintaining clarity and professionalism. Using Vyond, I created cartoon-style team members that embody typical workplace personalities. The tone remained professional, but small moments of levity, like a frustrated coworker getting an error message on their

computer, helped make the content more relatable and engaging. This approach supports Mayer's principle of using a conversational style to foster generative processing and increase learner motivation.

I opted for animated characters over stock photos because they allowed for more expressiveness and a consistent tone. The flexibility of animation made it easier to convey subtle emotions — such as frustration, relief, or excitement — which will help learners connect emotionally with the content and stay focused.

For narration, I used WellSaid Labs and added closed captions to every voiced slide. On-screen text, voice prompts, and consistent navigation cues helped guide users smoothly through the module.

To make the learning activity accessible, I ensured logical tab order and maintained proper contrast ratios. Visual hierarchy and reading order were clear, and the design complied with WCAG 2.1 standards to the best of my ability.

4. Overcoming Challenges

One of the biggest challenges I faced was simply getting started and carving out focused time. I dedicated an entire weekend to completing the build. My initial plan was to create a module just about writing SOPs, but I realized it would be more engaging — and broadly usefu l —to simulate a realistic situation involving SOP application. That pivot allowed me to focus on skills relevant to a wide variety of workplaces, not just documentation teams.

Using Lucidchart for the first time came with a learning curve, but it ultimately made my SOP diagram clearer. Another challenge was dealing with the limitations of my WellSaid Labs account — I couldn't access all the premium voices, and getting the voiceover to say "SOP" naturally took more effort than expected. I had to rework and test several variations of the script to make it sound natural.

I received thoughtful peer feedback from my classmate and professor that influenced my final version. A classmate noted that the universal nature of the scenario made it easy to jump in without much explanation, and they appreciated how the decision points tied directly back to the SOP. They encouraged me to begin with a reminder that challenges with technology may arise at any moment, emphasizing how each decision impacts the smoothness of a workday. This helps hook the learner into the activity and drives home the real-life relevance of the training, since this type of scenario happens to just about everyone at some time.

Through this process, I was reminded that the more I do these kinds of projects, the more efficient and confident I become. A big reason for this improvement was better organization in Storyline. I started each slide by adding the voiceover and closed captions first, followed by any visuals or video clips. I also labeled each slide clearly – by topic and type (e.g., “Choice A,” “Incorrect 1,” “Correct Path”) — which made it much easier to manage branching triggers and keep the scenario paths straight. This small change had a huge impact on my workflow, especially during the more complex parts of the build.

Overall, this experience strengthened both my design skills and my workflow, and I am more prepared to take on real-world projects that balance structure, creativity, and learner engagement.