

Instructional Design Process Outline | Client

• **Purpose:** Provides a structured, neuroscience-aligned workflow that guides teams through every phase of instructional design, from planning to evaluation, ensuring clarity, alignment, and continuous improvement

Phase	Task	Status
I. Project Planning & Analysis <i>Purpose: Establish clarity and alignment before design begins, reducing ambiguity and cognitive load across the team</i>	☐ A. Conduct Discovery Sessions	
	☐ B. Complete Needs Analysis	
	☐ C. Review Project Proposal (Findings & Recommendations)	
II. Design <i>Purpose: Translate business goals into a learner-centered, brain-aligned design blueprint</i>	☐ A. Develop Action Map (Text + Visual)	
	☐ B. Draft Learning Experience Design Plan	
	☐ C. Review & Approve Learning Experience Design Plan	
	☐ D. Create Course Outline	
	☐ E. Draft Storyboard (V1)	
	☐ F. Review V1 Storyboard	
	☐ G. Draft Storyboard (V2)	
	☐ H. Review & Approve Final Storyboard	
III. Development <i>Purpose: Build and refine the learning product iteratively, applying feedback loops that mirror the brain's learning process of test, reflect, and adapt</i>	☐ A. Develop Course Prototype (V1)	
	☐ B. Review V1 Prototype	
	☐ C. Develop Course Prototype (V2)	
	☐ D. Review & Approve Final Prototype	
	☐ E. Develop Final Course Build	
	☐ F. Conduct Final Q&A & Edits	
IV. Implementation	☐ A. Publish Course in LMS	
	☐ B. Assign Course to Learners	



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Purpose: Ensure a seamless learner experience and minimize cognitive friction during rollout	☐ C. Execute Communications Plan (if deliverable)	
V. Evaluation Purpose: Assess both learning effectiveness and performance impact, using results to reinforce long-term retention and inform future design cycles	☐ A. Monitor Completion & Engagement Data	
	☐ B. Conduct Post-Training Evaluation & Impact Analysis	
	☐ C. Facilitate Project Retrospective	

Status Option		Meaning
	Not Started	Task has not yet begun
IP	In Progress	Work has started but not yet ready for review
UR	Under Review	Task submitted for feedback or SME/Stakeholder review
AC	Approved/Complete	Task finalized and approved for next phase

