Session Objectives

- Identify Effective Online Content Management Tools and Strategies
- Define COTS Content Publication Best Practices
- Recognize Common Content Errors and Troubleshooting Techniques
Standards Set Targets

- Internal designers, SMEs, and third-party developers cannot hit the target when the target is not defined

AKA: Common Sense isn't Common

Design & Development Standards

General Guidelines for Successful D&D Standards

- Involve Key Stakeholders in Drafting/Approving
  - LMS/Content Hosting SMEs
  - Instructional Designers
  - Communications/Marketing Departments
  - HR Managers
- Test Standards Prior to Deployment
- Don't Hide Them! Publicize the D&D Standards. Make Standards Part of Your Content Request Process
Design & Development Standards

Topics to Include:
- Content Management & Submission Process
- Technical/LMS Requirements
- Interface Guidelines
- Instructional Guidelines
- Content Testing Requirements

Content Management & Submission Process
- Clearly identify entire lifecycle of content management process
- Develop and include required forms for data collection if administration is not distributed
- When using iContent, ensure that process includes creation of items/curricula
Design & Development Standards

Content Management & Submission Process

- **Build Content**
  - Build online content packages in tool of choice. Publish in preferred standard (AICC, SCORM)
  - Test the content in the appropriate test suite
  - Place on server

- **Build Content Object**
  - Add new content objects and packages if desired
  - Wrap any companion documents with the AICC wrapper
  - Build any associated exam

- **Build Item**
  - Create the item record and add the appropriate content objects, exams, etc
  - Test the completion/tracking of the content
  - Build out all other item details including catalog and subject area assignment

- **Add to Curriculum**
  - Place one or more items into a curriculum
  - Configure and test required by dates

- **Assign**
  - Build an assignment profile that matches the user population and assign the curriculum to the target audience
  - Propagate the assignment profile

- **Monitor**
  - Run learning needs, online item status, and learning history reports to monitor progress
  - The curriculum item details report is key to monitoring compliance with the curriculum assignment/completions

Design & Development Standards

Technical/LMS Requirements

- Include Standards Guidelines
  - AICC (preferred)
  - SCORM 1.2, 2004

- Include Environmental Guidelines
  - Web Server
  - Desktop Environment
    - Flash Version
    - Adobe Reader

- Consider Mobile Devices
  - Only AICC can communicate with LMS
  - Content Size
  - Bandwidth
  - HTML 5 / jQuery
Design & Development Standards

Interface Guidelines
- **Branding**
  - Ensure that branding guidelines meet Corporate/Organizational Standards
  - Understand how LMS functionality/branding impacts content branding
  - When possible – provide all graphics for branding
- **Navigation Elements**
  - Don’t confuse your users by making them re-learn basic navigation!!
  - Users are there to learn the content, not the interface.
  - Navigation element functionality and position should be consistent, except where instructional interaction is simulation-based.
- **Sizing and Position**
  - LMS configuration controls window sizing and opening elements. Communicate your settings.
  - If content uses a separate pop-up to control size and positioning (launcher file), communicate risk of terminating LMS communication

Design & Development Standards

Instructional Guidelines
- **Presentation of Objectives**
  - WIIFM?? – Answer on the first slide.
  - Don’t use ISD speak – objectives should be presented in the language of the learners
- **Instructional Interactions**
  - Provide guidance on recommended instructional interactions – assist SMEs in communicating effectively
  - Present a series of examples
- **Knowledge Check/Evaluation**
  - How often should users interact with knowledge checks
  - Will Evaluation of Learning be completed in the content, or in the QE/Exam functionality
Design & Development Standards

Content Testing Requirements

• Standards Conformance
  – AICC & SCORM provide test suites to ensure compliance with standards
  – Require that all developers (internal and third-party) provide logs showing successful completion

• Web Standards and Accessibility
  – Use online tools to validate conformance to web standards
  – Consider § 508 guidelines

• Include target users as testers whenever possible
• Require submission of answer keys so that LMS admins/iContent can validate performance of course in LMS

Topics to Include:

• Content Management & Submission Process
• Technical/LMS Requirements
• Interface Guidelines
• Instructional Guidelines
• Content Testing Requirements

Bottom line – Use design and development standards to eliminate ambiguity, improve user experience, and head off support issues.
Content Publication Guidelines

COTS applications are the most common form of development. SuccessFactors recommends the following.

- Publish to AICC or SCORM standard (AICC preferred)
- Report Score and Interaction
- For exams built in COTS tools, do not send resume data
- Update manifest where appropriate – COTS tools often do not provide all required/useful metadata
- Validate content in appropriate test suite
- C vs. P – Configure Developer Tools as appropriate

Captivate AICC
Content Publication Guidelines

Captivate AICC

![Image of Captivate AICC preferences settings]

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Bottom Line – test your settings.
• Use the AICC and SCORM test suites
• If appropriate, add completion status values for the Developer Tool mappings in LMS_ADMIN

Content Troubleshooting

An ounce of prevention...
• Pop-up blockers (third-party toolbars are evil)
• Java Run-time Environment (JRE)
  • Supported Version
  • Browser Configured to invoke properly
• Flash Player Version (COTS application settings)
• LMS should be a trusted site
• Proxy settings must allow JRE communication
Online Content Troubleshooting – Debug Mode

Online Content Troubleshooting – JAVA Console
Online Content Troubleshooting

• The Content Integration Guide contains troubleshooting suggestions for commonly occurring AICC and SCORM issues

http://content.plateausystems.com/ContentIntegration/index.htm?cso=1

QUESTIONS & DISCUSSION
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