

Development Process Continuum

This continuum shows the ongoing, circular nature of the development process.

During the planning phase (analyze and design) there is a focus on evaluation to ensure learning goals are identified, with instructional strategies in place to meet them.

The development and the review or implementation phase, includes client and quality assurance reviews. These checks and balances ensure required content is included and the creative treatment is being met.

As the final phase, deployment gets underway, summative evaluation begins, gathering feedback from learners. User feedback usually follows the Kirkpatrick model of four levels of evaluation:

- Level 1 – Reaction – how do learners react to the course – do they like it
- Level 2 – Learning – what has been learned by users
- Level 3 – Transfer – is what was learned being applied on the job
- Level 4 – Results – are there positive results seen from a business perspective

