Don Jones Trucking Design Report

Jessica Williams

Emporia State University

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Yu Xia, Ph.D.

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Don Jones Trucking is a small semi-trucking company located in Reading, KS. Currently, they do not have any formal training requirements for their employees, which puts them at risk of liability for any accidents or damage to their drivers or equipment should an accident occur. They are requesting the creation of a training program to enhance driver safety, ensure consistency in load securement techniques, and provide proof to their insurance company.

Up to now, I have conducted a needs analysis and an audience analysis, which included a meeting with the owner and the subject matter expert to identify the learning gaps, the scope of the problem, and their current training practices, as well as to gain a clearer understanding of the target audience for this training and their goals for this project. I then developed learning objectives aligned with their goals, such as trucking and load securement safety. I then designed the blueprint for the training modules, which included wireframes, storyboards, and scripts. Finally, I developed a prototype of the introduction and the first learning modules. This training aims to address the safety gaps and expectations of drivers by using an interactive, scenario-based eLearning experience. The training will be developed and hosted in Adobe Captivate, supporting an asynchronous and self-paced learning environment.

Design Report

Proposed performance objectives

By the end of this training, learners will be able to:

- Describe essential truck driver safety standards.
- Explain the correct vehicle inspection procedures prior to departure.
- Assess cargo for appropriate loading and securing to ensure proper transportation safety requirements.

- Identify defensive driving techniques for handling different road conditions and potential hazards.
- Explain what to do in case of an emergency/emergency preparedness.

Description of the content

This training will be self-led and asynchronous. It will incorporate gamified, micro-learning, scenario-based, and story-based instructional techniques. The learner will take on the role of a newly hired truck driver, navigating various situations and making decisions that arise as a CDL truck driver.

Description of instructional materials

Instructional elements will include the following elements:

- Interactive scenario simulations — learners will perform pre-trip vehicle and cargo inspection.
- Video tutorials — learners will watch a video on how to strap and secure a heavy load properly.
- Interactive drag and drop simulation — the learner will simulate proper strap placement on a load of hay
- Scenario-based assessments — learners must make decisions based on various trucking scenarios they might encounter and determine the best way to respond.
- Final Assessment — This will be in short essay format where the learner will walk through the steps from beginning to end, starting with pre-trip inspection

Progress of development

During the design process, after creating the learning objectives, I started brainstorming concepts and ideas by developing a general outline using Adobe XD. I began with an outline and

continued to refine it, adding more details until I had a clear plan for the training that aligned with the learning objectives. Figures 1 through 4 in the appendix display the wireframes developed during this phase.

The next step was to create a storyboard and script that outlined the visual elements shown on the screen. The storyboard also details how the learner will interact with these elements, including whether there will be voice-over narration, a description of specific timing elements, and the functionality of each interaction. Figure 5 in the appendix shows a sample of the storyboard from the first module.

Instructional Method

The instructional methods I have chosen for this training are primarily scenario-based. The lessons are divided into four modules, each containing interactive activities that require learners to make decisions and learn from their choices. The activities and assessments will be interactive, requiring participants to interact with the content rather than passively listening and clicking through, which will enhance engagement and interest. Another benefit to using Adobe Captivate is that I can easily edit the responsive versions of the content, allowing for easy modifications to be made for the mobile version of the eLearning.

Truck drivers often have busy schedules and work long hours; therefore, I will also incorporate micro-learning methods. The modules will be brief and will focus on the most important concepts identified by the subject matter expert. Using micro-learning techniques will help employees feel that this is less of a burden. Additionally, Jennifer Mathes from the Online Learning Consortium states that research has shown employees retain more information when lessons are broken down into smaller, digestible chunks (Mathes, 2025).

Since this is a self-paced, asynchronous course with only one learner at a time, rather than group discussions, the learner will participate in short answer reflection questions. In these questions, they will reflect on the concepts learned in the module and respond to a prompt discussing other scenarios they have encountered or think of another scenario that could arise on the job and how they would react.

The greatest benefit of this eLearning is that drivers can engage in real-world decision-making within a risk-free environment. This training plan also aligns with constructivist learning theory. Constructivist learning theory suggests that "learning is an active process of meaning-making gained through our experiences and interactions with the world, with learning opportunities arising as people encounter cognitive conflict or challenge, either through naturally occurring situations or through well-planned problem-solving activities" (Reiser & Dempsey, 2017, p. 61).

Training Solution and Media Choice

The training will be developed using Adobe Captivate, an intuitive eLearning authoring tool. Captivate supports interactive elements that I plan to include throughout the training, such as drag-and-drop features and slider interactions. It also includes built-in assessment tools, allowing the company to track and monitor learner progress. Additionally, a significant benefit of using Adobe Captivate is that I can effortlessly edit layouts for desktops, tablets, and smartphones. These drivers will likely complete the training on their mobile devices while on the road, making it essential for this training to be compatible with mobile devices.

Pilot Study Plan

The pilot study will involve 3 to 5 volunteers for convenience. Ideally, the volunteers will have diverse skills and backgrounds, not necessarily in farming or trucking; however, a background in agriculture or truck driving would be preferred. The volunteers will complete the entire training and then provide feedback. Surveys will be collected to analyze the ease of use, usability, and accessibility of the training. The survey will also focus on content clarity, engagement, and areas for improvement.

Detailed Evaluation Plan

After discussing their expectations of the evaluation plan with the subject matter expert, necessary modifications were identified. New hire CDL drivers will already have experience loading, securing, and driving semi-trucks; therefore, a performance-based evaluation is unnecessary. Instead, they preferred to include a final assessment that can be completed on their desktop or mobile device. The evaluation plan will consist of a combination of formative and summative evaluations. Formative evaluations will be spread throughout the lesson and used to provide feedback to the learner and serve as a check-in point to see how well they are learning the information. These formative evaluations will include scenario-based assessments incorporating role-playing exercises to simulate proper on-the-job procedures, short answer questions, and multiple choice knowledge checks. The summative evaluations will occur at the end of the course to assess whether the learner has achieved the desired level of mastery. There will be a final assessment in the form of a short essay where the learner must describe the proper procedures for pre-trip vehicle and cargo inspection and other general road safety rules. To pass, Learners must score at least 80% on the final assessment. A failing grade will result in the learner

needing to review key modules and retake the assessment. There will also be an end-of-course satisfaction survey to evaluate the learner's overall experience with the course. The satisfaction survey is located in the appendix, Figures 6 and 7.

Conclusion

The following steps for this project will be phase three of the ADDIE model, which is the development phase. During this time, I will create the training in Adobe Captivate. This will involve recording and editing training media, graphics, and job aids. It will also include developing mobile versions of the eLearning. Testing for accessibility and usability will be an ongoing process throughout this phase. Feedback from the subject matter expert, along with revisions and refinements to the eLearning, will be a continuous cycle during this design process. Modifications are expected to arise from the original storyboard due to various limitations and capabilities of Adobe Captivate regarding interactions and overall design layout. Overall, this eLearning is on schedule and progressing well.

References

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Appendix

Don Jones Trucking Wireframe, Storyboard, and Survey

Figure 1

Module One

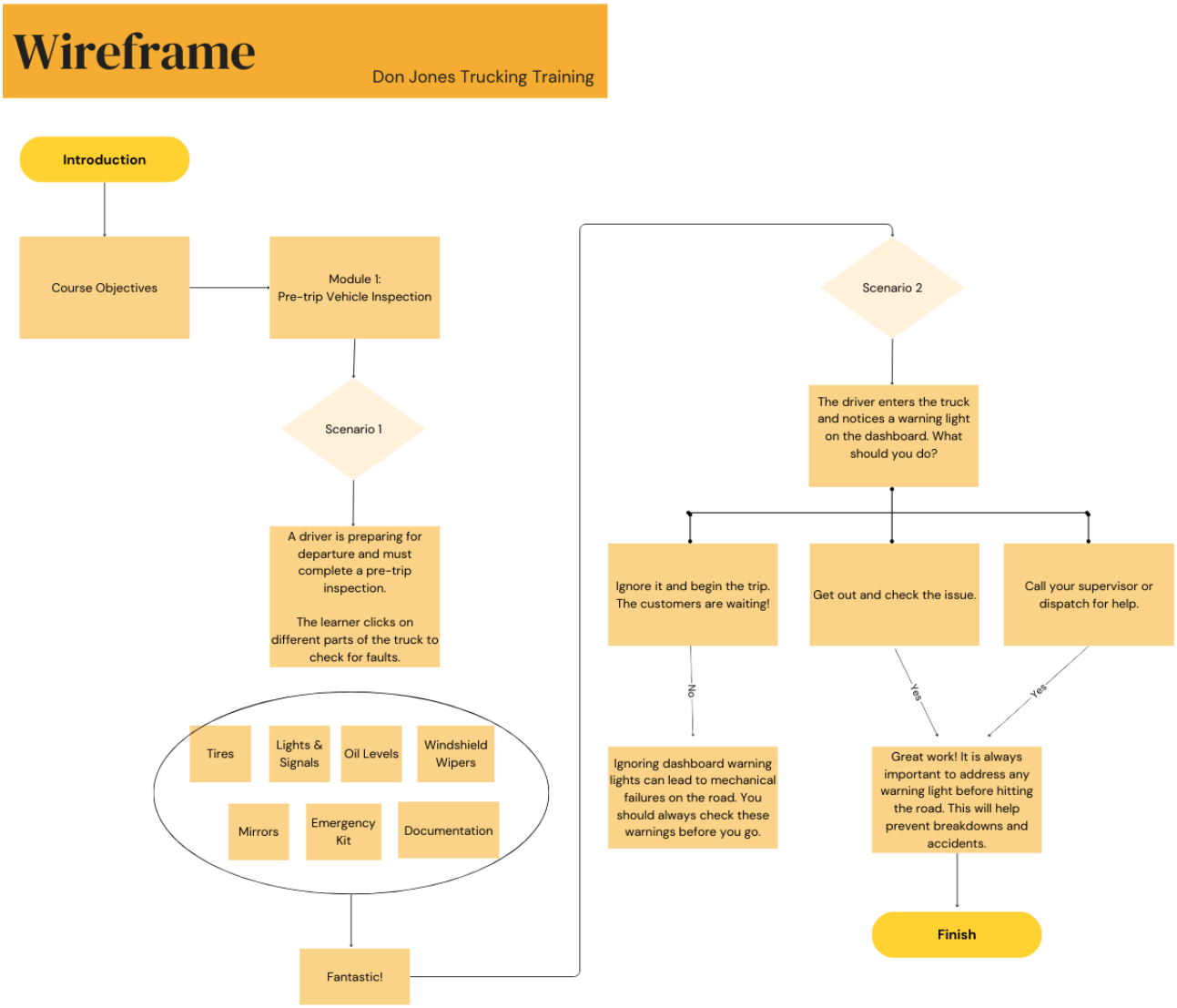


Figure 2

Module Two

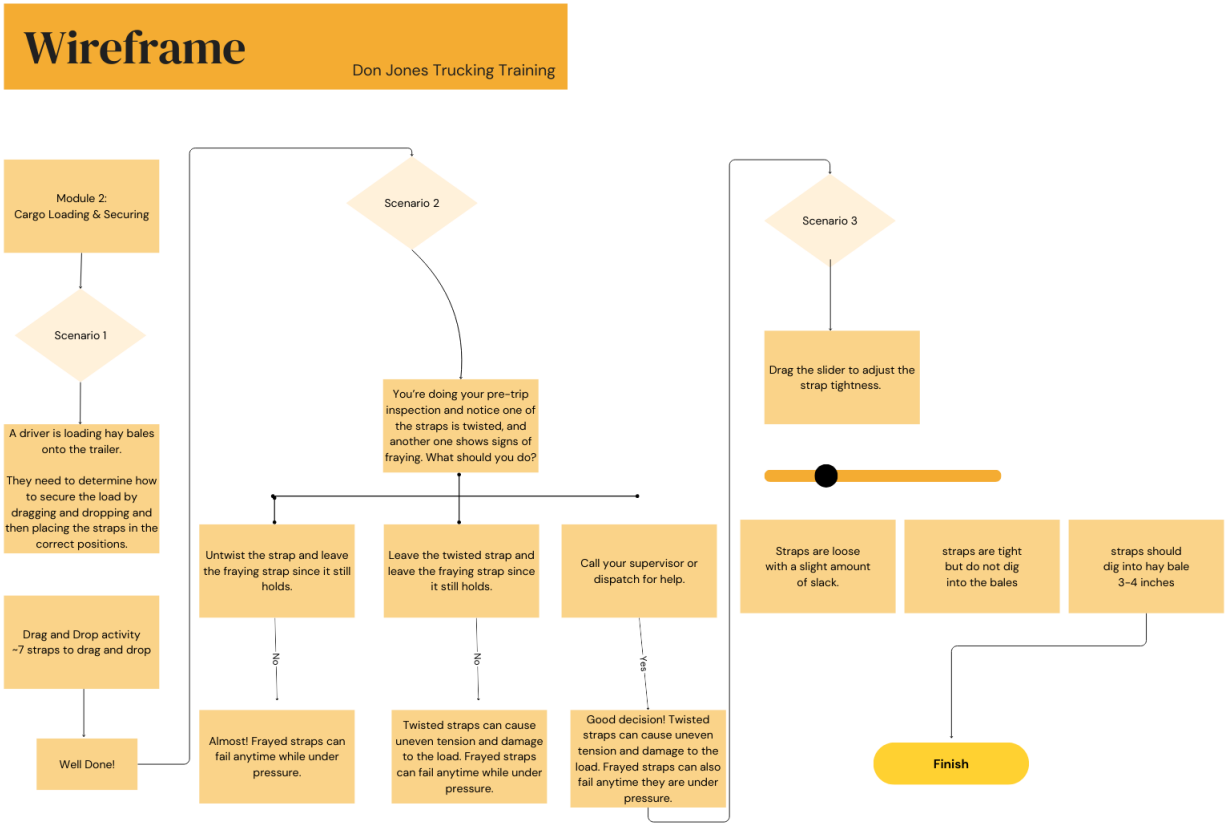


Figure 3

Module Three

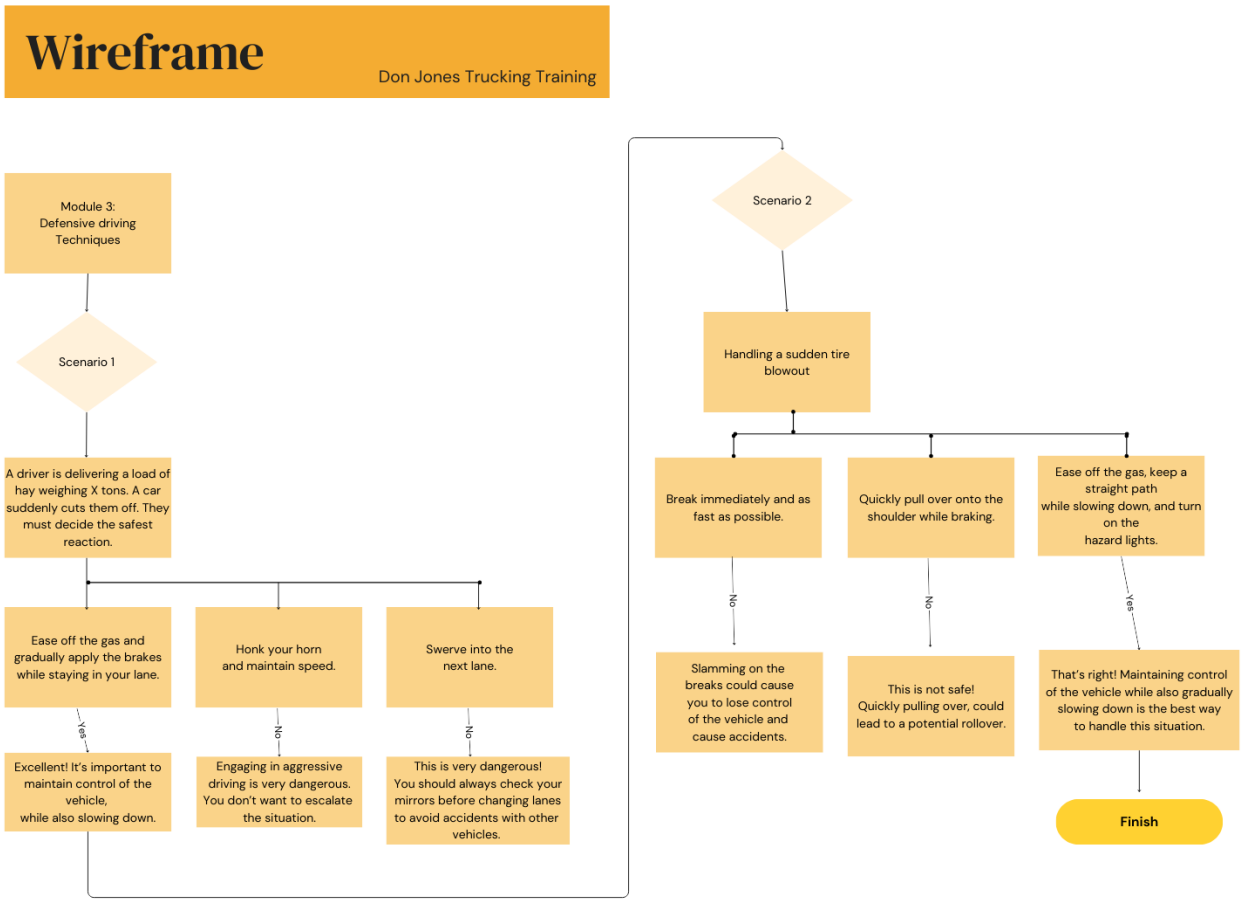


Figure 4

Module Four

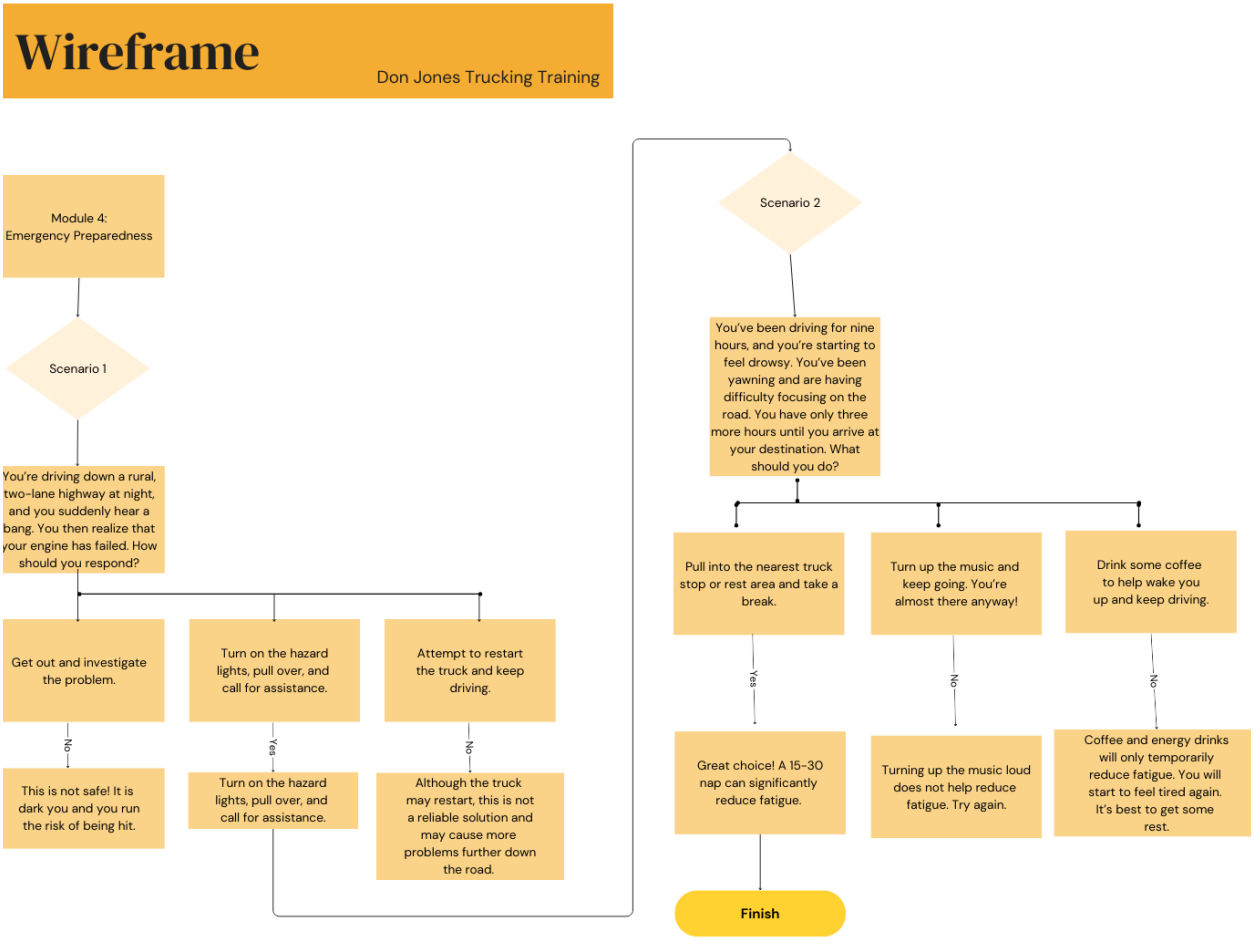


Figure 5

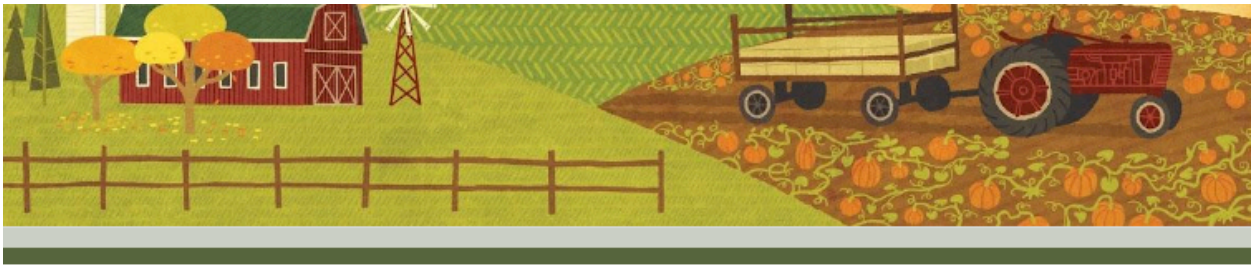
Storyboard

Scene 2: Module 1

Slide 3.3 Pre-Trip Vehicle Inspection Recap	
On-Screen Graphics	Description
	Avatar will fade in Voice-over narration, along with text, will start/appear.
Technical Notes Caption	
The finish pre-trip Inspection button will appear once the learner selects all correct answers.	

Figure 6

Satisfaction Survey



Course Satisfaction Survey

Please submit feedback regarding the course you have just completed, including feedback on course structure, content, and instructor.

Overall, how satisfied are you with this course? *

- Very Dissatisfied
- Dissatisfied
- Fair
- Satisfied
- Very Satisfied

The instructional material was engaging and effective. *

- Very Dissatisfied
- Dissatisfied
- Fair
- Satisfied

Figure 7

Satisfaction Survey Continued

The course content was relevant and aligned with the course objectives. *

- Very Dissatisfied
- Dissatisfied
- Fair
- Satisfied
- Very Satisfied

What did you enjoy most about this training? *

Short answer text

What is one thing you found difficult or would change about the course? *

Short answer text

How well has this course prepared you for your job? *

Short answer text

What challenges or benefits did you encounter with technology during this course? Please explain. *

Long answer text

Do you have any additional comments or suggestions for improving this training? *

Long answer text