

Don Jones Trucking Analysis and Project Planning

Jessica Williams

Emporia State University

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Yu Xia, Ph.D.

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Don Jones Trucking Inc. is a small trucking company located in Reading, KS. They are currently facing the problem of lacking standardized training. Given the nature of their operations, which involve transporting farm and industrial equipment, this lack of standardized training is very concerning. The company has no formal training programs in place, which heightens the risks related to liability and insurance compliance. The goal of this project is to develop a structured training program that ensures consistent training for all employees, not only for compliance and insurance purposes but also to enhance overall driver safety and prevent accidents and equipment damage. This paper aims to outline the major components of the design process for this project, including training strategy, instructional technology to be utilized for creating the training, a detailed timeline with milestones and deadlines, evaluation plans, and finally, funding and staffing requirements.

Project Planning

Recap of the Problem

Don Jones Trucking requires all drivers to possess a CDL license, be familiar with road laws, and know about farm products and equipment such as hay and cattle. However, the company currently risks liability for accidents or damage to the truck or equipment due to a lack of standardized training materials. The company understands the importance of safety training to help minimize risks and comply with insurance requirements.

The primary goals of this training program are to enhance safety and compliance, use the training documents as evidence for insurance providers to mitigate liability risks, and

establish standardized training that is consistent for all drivers. Given drivers' varying accessibility and skill levels, Don Jones Trucking seeks a training program that can be easily accessed on both desktop and mobile devices. The training should be user-friendly, engaging, and learner-centered, incorporating gamified elements.

Target Audience

The target audience for this training primarily consists of newly hired CDL drivers. These individuals will be familiar and comfortable with operating semi-trucks and knowledgeable about road laws. The main audience is predominantly male, aged 21 to 65, operating in the Midwest, and possessing a high school diploma or GED. Currently, Don Jones Trucking employs only one truck driver but has employed as many as five at a time. It's crucial for the training to be asynchronous and accessible on both desktop and mobile devices. There will be no formal training classroom for this program; therefore, learners will likely access the training from their personal devices. It is uncertain whether every learner will have access to a personal desktop, but all drivers will have access to a mobile phone or device for communication with the company.

Training Strategy

The training strategy will follow the ADDIE model, a systematic approach consisting of five steps: Analyze, Design, Develop, Implement, and Evaluate. This model is among the most widely used and effective in the instructional design industry (Reiser & Dempsey, 2017). The analysis phase will include conducting a needs assessment to identify training gaps, and learner needs while establishing goals for the project. The design phase will focus on developing measurable learning objectives specific to the course, gathering instructional materials, and

creating storyboards, scripts, and assessments. Next, I will make the online training using gamified techniques, ensuring it is accessible on desktop and mobile devices. Implementation will begin with a soft launch of the training program to test its effectiveness and make adjustments accordingly. Finally, the evaluation phase will involve summative and formative evaluations to assess overall effectiveness and apply final revisions before completing the project and delivering the training to Don Jones Trucking.

The ADDIE model is the ideal instructional approach for this project due to its effectiveness, particularly in the analysis and design phases. This emphasis will help ensure that all necessary elements are included to meet the learning goal. The design phase is crucial for creating storyboards and planning the script for the lesson's gamified components. The ADDIE model provides the flexibility to develop tailored learning experiences that can be modified at each step while ensuring we stay on schedule.

Instructional Technology

This project will primarily use the Adobe Creative Cloud suite. This cloud-based platform offers various applications for creating vector graphics, editing photos, and producing video and audio content. These applications include Illustrator, Photoshop, InDesign, Adobe Premiere Pro, and more. These programs rank among the best in the graphic design industry and offer numerous possibilities. Using these programs for this project will ensure that all graphics and videos maintain high-quality standards.

I will also use Adobe Captivate for this project. Adobe Captivate is an intuitive eLearning authoring tool that is widely used in the Instructional Design industry. With Adobe Captivate, I

can create engaging eLearning content and design responsive materials so users can learn from anywhere, either on their desktop or mobile devices.

Timeline

Table 1 outlines the proposed timeline for the design process. Each step in the ADDIE model is presented alongside the corresponding tasks and their due dates.

Table 1

Project Timeline for Don Jones Trucking Training

Phase	Tasks	Due Date
Phase 1: Analysis	Conduct a needs analysis Conduct audience analysis Submit analysis report	February 16, 2025
Phase 2: Design	Define measurable learning objectives Develop course structure Gather instructional material (videos, quizzes, etc.) Create detailed storyboards, scripts, and assessments Seek feedback and make revisions	March 8, 2025
Phase 3: Development	Develop training in Adobe Captivate Record and edit training media, graphics, and job aids Create mobile-compatible version Test accessibility Seek feedback and revise	April 5, 2025
Phase 4: Implementation	Launch the training program Run a test group Collect feedback via surveys Make revisions based on feedback	April 19, 2025
Phase 5: Evaluation	Review assessment results Review learner feedback Make final refinements Submit final project	April 28, 2025

Evaluation Plan

The evaluations for this training project will consist of authentic, scenario-based assessments. By incorporating practical, job-related skills, we can ensure that CDL drivers remain engaged and motivated throughout the training. Instead of relying on standardized assessments such as multiple-choice and true/false questions, learners will have the opportunity to apply the skills they have learned. Scenario-based assessments will focus on real-world applications rather than memorization, aligning with Bloom's Taxonomy and higher-order thinking.

Scenario-based assessments will be integrated throughout the training to evaluate mastery of the learning objectives while fostering higher-order thinking and problem-solving skills. Scenarios will include real-world job duties, such as properly securing farm materials to prevent accidents or injuries and pre-trip vehicle inspections. CDL drivers will also participate in a performance evaluation where supervisors will observe the drivers in action to receive performance feedback.

Funding and Staffing Requirements

There will be no staffing requirements for this training; however, to obtain valuable feedback and review assessment results, volunteers will be needed to run a pilot test group during the implementation and evaluation phase of the project. We will meet at the end of each phase of the design process for critiques, feedback, and updates regarding the project. The total cost of the project is \$101.97, which covers the monthly subscription to Adobe Captivate. Aside from that, this is a pro bono project. I, the instructional designer, will work for free on this project and have already covered all other expenses.

Conclusion

A comprehensive and well-planned standardized training program for Don Jones Trucking will enhance driver safety and minimize liability risks. Utilizing the ADDIE model will ensure the project is organized and focused on learners. Technological tools like Adobe Captivate will make the training accessible, engaging, and mobile-friendly, enabling learners to access the lessons from anywhere. My final recommendation for this project at the end of the semester is to consistently apply the training, analyze assessment results and learner feedback, and continually modify and refine the training to remain up-to-date and foster growth within the company.

References

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