Online Learning Case Study Highlights
Bridgestone Americas is rooted in innovation and dedicated to providing world-class tire and rubber-related products and services that improve lives around the globe.

PROJECT REQUIREMENTS

- Responsive training that could be accessed anywhere
- Performance support for new and existing products
- Provide customer solutions in real time

The Challenge

With an influx of new salespeople who use mobile technology and smartphone, Bridgestone wanted a mobile solution that could be accessed anywhere, anytime.

Their existing salespeople were recommending a limited amount of tire solutions to customers, always falling back on the products they felt comfortable discussing. Bridgestone wanted to educate their salespeople to be knowledgeable advisors who can present a wide array of solutions applicable to a client’s situation.

The Solution

Create an online tool optimized for smartphones called Product Application Learning on the Go.

- Create a custom website for learners to access directly in a web browser
- Allow salespeople to access interactive flashcards of Bridgestone products
- Test their understanding with quiz questions
- Practice matching solutions to applications in selling scenarios

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The Challenge

Wyndham Destinations expressed a need to Designing Digitally, Inc. to transform their compliance training that is being taught via instructor-led live sessions into 3 eLearning modules that could be easily disseminated to all their employees worldwide.

The present material covering the 3 compliance topics was heavy in legal terms, lacking the human connection needed to develop successful eLearning. Wyndham Destination’s project champion expressed an interest that the course be redesigned with an increased level of engagement, using scenarios that rewarded learners who were already familiar with the topics and provided remedial training to those who made errors.

The Solution

DDINC developed 3 eLearning modules in Storyline 360 covering Anti-corruption, Privacy, and Code of Conduct. Each module covered content using a task-based approach, allowing learners to:

- Showcase what they know by completing realistic scenarios that mimic daily activities
- Train in scenarios in which they make decisions that do not meet Wyndham Destinations Compliance standards
- Experience the diversity and playfulness of Wyndham Destinations through the personas and scenarios in the modules

Wyndham Destinations is the world’s largest vacation property ownership company with over 4500 resorts and affiliated properties spread out worldwide.
The Challenge

P&G created a simple eLearning module to present the Quality Program health assessment (QPHA) principles to their employees and also developed a mentorship program to help guide their Lead Assessors in how to better conduct the conversation with site employees.

However, they felt they needed an immersive training experience to better educate and qualify Lead Assessors; a life-like assessment where the learners must make observations, probe into conversations, and uncover processes or procedures that need to be improved upon on the site.

The Solution

DDINC built a 3D model of the plant for learners to explore as if they were conducting an assessment at the site, which allowed learners to:

» Experience the full QPHA process at an actual site where learners can interact with all areas
» Gain realistic experience assessing the full picture of the site’s QMS health
» Identify important facts in the documentation, organize notes, and choose the best course of action in a specific scenario
» Write a full QPHA assessment report for the virtual plant

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The Challenge

The training process they sought to replace consisted of shift leaders training new employees within their first few days on the job during the restaurant’s hours of operation.

There were several unwelcome consequences of this process that they wanted to eliminate. Each shift leader had their own process of making a pizza that could vary from one day to the next. A shift leader does not have an opportunity to work with another shift leader to compare notes or observe each other’s process, so no two employees were getting the same instruction across the chain, translating into customers receiving a varying degree of quality in their orders.

The Solution

The pizza chain partnered with Designing Digitally, Inc. (DDINC) to replace their training process with PizzaMaker, an immersive virtual reality (VR) kitchen that is accessed via the Oculus Go, that provides trainees with:

- Hands-on experience of pizza-making without having to worry about safety issues
- A full pizza kitchen, equipped with all of the nuances of a real kitchen that make the environment feel real in both sight and sound
- Simplified game mechanics to get those unfamiliar with VR up and running quickly

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The Challenge

Their onboarding process for new-hires was time-consuming and lacked assessment tools for managers to know when an employee was fully trained.

Checkers/Rally’s partnered with Designing Digitally, Inc. (DDINC) to create a simulated serious game that teaches learners how to craft the sandwiches and entrees, then tests their ability to make them quickly and accurately.

The Solution

DDINC built four separate training modules to ease the learner into the sandwich-making process, utilizing:

- Digital flashcards to help employees learn about the menu items
- A tour of the sandwich station to discover where ingredients are stored
- A test to practice making all of the menu items
- A sandwich making game, in which they race to accurately fulfill the orders they receive
The Challenge

PING is proud of their fitting process and wanted all employees at golf club and sport stores, including part-time employees to easily understand and know how to use their fitting process.

Designing Digitally’s biggest challenge was taking the content and presenting it in an accurate, enjoyable, and easy to understand format. Given the wide use of the PING Club Fitting Process, PING may launch a more global-friendly version in the future.

The Solution

Designing Digitally worked closely with PING to craft a simulation that accommodates their in-depth fitting process, and to design an interface that:

- Give users access to informative guides while still taking the training
- Teaches users how to evaluate a customer’s ball flight and select a club that gives them their desired results
- Shows users the effect of using a particular club based on measurements of customer’s height and wrist-to-floor measurement

PING is an international company that sells golf clubs for juniors, men, and women. Their iPing app can be integrated with the Apple Watch to help golfers of all levels improve their game.

PROJECT REQUIREMENTS

Real-time measurements
Simulated swing demonstrations
Access to easy updates for expansion
The Challenge

ELFA needed to update their online training course for those new to equipment finance.

The association sells licenses for the course to its members, so it needed to be engaging, fun, and easily absorbed by employees with little to no background of the industry.

As laws and regulations change for the industry, ELFA needed the course to be easily updated in order to increase its shelf life.

The Solution

DDINC split the content into 7 micro lessons built with Storyline 3, that covered one topic per lesson. Some of these lessons included:

- Taking on the role of a new employee at Strategic Equipment Leasing and Finance (S.E.L.F.)
- Completing activities that mimic on-the-job duties such as making sales and creating price quotes
- Identifying the other S.E.L.F. employees they need to work with in order to meet the clients’ needs

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The Equipment Leasing and Finance Association (ELFA) is an association that provides training and resources to its members, who are companies that finance equipment.

**PROJECT REQUIREMENTS**

- Access to easy updates
- Micro-courses under 10 mins. each
- Post training assessment game
The Challenge

Checker’s and Rally’s knew they wanted to film videos showcasing the good, bad, and ugly ways to conduct guest recovery. However, they were relying on Designing Digitally, Inc. to help them tie the videos together and create ways for the learner to interact with the training.

The Solution

DDINC designed the courses around a social media theme because it would relate to Checker’s and Rally’s young employee base. The training included:

- A main menu that resembles a YouTube playlist
- Video is postured as if they were recorded and uploaded by a customer who had a negative experience at the restaurant
- A variety of social media tools like emojis, hashtags, and star ratings us to judge the employee’s performance in each video

Checkers/Rally’s, a national fast-food chain, needed to improve their employees’ customer service skills. Each employee must go above and beyond to resolve a situation where the guest is unhappy.

PROJECT REQUIREMENTS

- Leverages social media
- Relates to employees interests
- Incorporates video learning

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The Challenge

NCMS needed to revamp their existing course to have a modern, visually-appealing theme. They wanted to add meaningful interactions to their outdated course and divide the long training into small, manageable pieces.

NCMS requested for the course to have a responsive design so learners can easily view it on tablets and smartphones while they are working in the field. The final output would be deployed on their custom Learning Tracking System, which Designing Digitally, Inc. simultaneously created.

The Solution

DDINC redesigned the course to contain six smaller modules, so learners can complete the course in short segments as their work schedule allows. Each interaction allows the learner to:

- Review personnel files to determine which employees they should approach about substance abuse
- Receive immediate feedback on if their decision was appropriate or not, and why
- Choose what to say when approaching an employee about substance abuse

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Hewlett Packard (HP) is a large technology company that aims to utilize the most innovative strategies and solutions, which is reflected in the products and services they offer.

**PROJECT REQUIREMENTS**

- Hands-on virtual training
- Integrated the LEAP Motion Device
- Simulated equipment and job scenarios

**The Challenge**

Hewlett Packard's Blade Server and Cloud Systems division aimed to train employees on how to repair the hardware for the 3Par StoreServ they offer to customers.

Their existing training was offered in a central location where all trainees would have to go for access to the equipment. This hindered the ability for HP to train employees over vast distances and to the masses through a hands-on approach. Therefore, they sought an innovative way to offer an immersive experience available on the learner's computer.

**The Solution**

DDINC and HP decided to utilize the cost-effective LEAP motion device to create a hands-on immersive simulation training experience that would:

- Allow for a learn-by-doing approach while providing the option to learn from the comfort of the home or office
- Let the learners interact with hardware without having to travel or deal with costly mistakes that damage expensive equipment
- Provide a virtual trainer that can walk learners through the experience, or allow them to do it on their own with minor hints if they get stuck
The Challenge

Wyndham’s training department realizes the volume of information can be overwhelming for new owners and managers.

They partnered with Designing Digitally, Inc. to create an inviting training course that provides an overview of the requirements and available tools.

In the Needs Analysis process, Designing Digitally, Inc. learned the audience has varying degrees of exposure to the hospitality industry and the Wyndham brand. We suggested designing the training so new owners and managers could omit, or pass by, the content they already know.

The Solution

After discussing multiple concepts, Wyndham elected for Designing Digitally, Inc. to develop a custom website containing traditional eLearning elements. This unique structure allows learners to:

- Navigate directly to topics like they are exploring a website
- Experience familiar activities such as knowledge checks and narrated videos
- Click through the homepage’s map and select game cards to launch individual activities, as well as unlock fictional property enhancements by passing knowledge checks

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Wyndham Hotels & Resorts makes travel possible for all. From big cities and small towns to beachfront resorts and highway hotels, their 20 iconic brands bring a diverse perspective to the travel experience.

Project Requirements

- Personalized learning paths
- Custom website with SCORM reporting
- Applicable to any hotel in the Wyndham brand
The Challenge

With the learner demographic in mind, Designing Digitally and HP decided on an online multiplayer game that would allow:

- A social aspect to be added and provide a platform with the ability to update the course where training and product information could be stored and shared.
- Learners to explore the station, and encounter problems that must be solved through mini-games that represent how an HP tech would assess and address an issue.
- Learners to interact with 3D models of products as well as review specs and technical information of the items they interact with within their actual positions.

They were also looking for a creative way to deliver training that would cater to the generational shifts within their workforce, and go a step above traditional eLearning to provide a truly unique learning experience. HP wanted a custom learning solution that employees would truly enjoy, and feel added value to to their job roles.

The Solution

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Hewlett Packard (HP) is a large technology company that aims to utilize the most innovative strategies and solutions, much like the products and services they offer.

PROJECT REQUIREMENTS

- Delivered a unique but effective training experience
- Catered to generational learning preferences
- Presented problem solving scenarios through a multiplayer learning game

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The Challenge

CareSource was looking to update their compliance training to be a more enjoyable and meaningful experience for their learners. CareSource hired Designing Digitally, Inc. to update their existing training with an interactive scenario-based course.

Compliance training is among this curriculum that keeps CareSource compliant with regulating agencies such as Medicaid, Medicare, and insurance companies.

The Solution

Designing Digitally built an interactive scenario-based eLearning course in Storyline that provided learners with a unique way to absorb compliance standard, such as:

- Allowing learners to engage in scenarios with the employees located on the various levels
- Providing learners the ability to make their own decisions during the scenarios and see the consequences
- Letting learners unlock floor levels to continue upward through the building until they reach their ultimate goal of the Compliance Office located on the top floor

CareSource is a leading healthcare program spanning 20 states. The healthcare industry is highly regulated, and there is a catalog of courses that all CareSource employees are required to take annually.

PROJECT REQUIREMENTS

Interactive branching scenarios
Virtual trainer assistance
Consequence-free training

CareSource is a leading healthcare program spanning 20 states. The healthcare industry is highly regulated, and there is a catalog of courses that all CareSource employees are required to take annually.
The Challenge

While training used by Mercer covers a wide range of methods and technologies, they were seeking a more creative and engaging solution that would help augment their existing sales training.

The biggest challenge to help Mercer meet their own goals was converting the complexity of real world sales into an engaging Serious Game. When it comes to interacting with other people, there are many to include, that are important, especially in a business environment.

The Solution

DDINC crafted realistic sales situations with fictional companies to challenge learners as they worked towards making a sale by:

- Allowing learners to attend simulated meetings, to unlock more companies, giving them access to even more situations to experience
- Letting learners see how successful they were in recognizing a client’s needs by seeing a score at the end of each interaction
- Providing a client book where learners are able to see their average and overall score for the whole game, which increased motivation

Mercer is a global consulting company that works with their clients to create secure and rewarding human resource solutions. Sales employees use Mercer Principles to delve deep with their clients.

**PROJECT REQUIREMENTS**

- Increase learner engagement
- Blended learning that compliments in-class training
- Realistic sales situations and interactions
The Challenge

Wyndham Hotel Group came to DDINC to create a new and innovative training experience to support the relaunch of their customer loyalty program, Wyndham Rewards.

Wyndham Hotel Group realized its franchisees and associates must be invested in Wyndham Rewards in order for the program to flourish. Wyndham Hotel Group needed Owners, General Managers, and Front Desk Staff to see the value Wyndham Rewards provides to their hotel property as well as their guests. Additionally, property support would reinforce the message with consumers and the national media campaign that Wyndham Hotel Group was using to relaunch the program.

The Solution

After Designing Digitally, Inc. explored the audience traits and the goals of the training in the Needs Analysis phase, they recommended creating two separate online courses. With the client's support, Designing Digitally, Inc. developed one course for:

- The Front Desk Staff, which focuses on preparing the employees to speak with hotel guests about the loyalty program.
- The Owners and General Managers, which emphasizes the business benefits of urging guests to enroll in Wyndham Rewards.

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The United States Census Bureau conducts a nationwide poll every ten years. They hire around 50,000 people as temporary employees to go door to door in their local community to conduct the count.

### PROJECT REQUIREMENTS

- Instructor-led training conversion
- Accessible offline
- Automated post-training data reporting

### The Challenge

The Census Bureau distributes government-owned laptops to their employees. They wanted the temporary employees and field workers to complete the training simulation on these computers, but the hardware was very old.

Yet they had to consider that not all of the employees would have constant internet access. Designing Digitally, Inc. designed the onboarding solution to accommodate these challenges.

### The Solution

After studying and compiling 900 pages of content from the Census Bureau, DDINC created an immersive simulation that:

- Teaches employees how to follow the procedures and protocols for polling, as well as how to use the census software
- Guides the learner through a 3D neighborhood to show them how to properly approach homes, speak with the residents, and record the information they gather
- Lets learners practice the procedures on their own in multiple realistic environments, including a prison and hospital

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The Challenge

In the past, fire fighters were trained only using traditional training methods; however with the increasing population of fire fighters and the growing need for trained nurses, web-based training was exactly what was called for.

The client had done research on 3D simulations and determined that using a creative web-based training firm such as Designing Digitally Inc. would greatly benefit their organization.

The Solution

This scenario-based training method allows the user to role-play as a firefighter in a variety of real-life scenarios, including:

- Rescuing injured occupants of a collapsed apartment building
- Properly ventilating a warehouse structure
- Appropriate methods of handling hazardous material

The simulation is integrated into a custom LMS which tracks users actions and progress allowing the user to see their results and suggestions on improvement.

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REVAS stands for Rescue, Exposure, Ventilation, Attack, Salvage. This is the process that all firefighters are taught throughout their training. We followed this process to create a training simulation for firefighters.
The Next Steps

At Designing Digitally, we aim to understand your business objectives, determine your existing learning barriers and opportunities, and then develop innovative training experiences that will produce the desired improvements and changes. We work to gain a deep knowledge of your initiatives, identify the skills needed to prepare next-level employees, and set plans of action to maintain and grow your organization.

What is the most effective way to engage your workforce? Contact us to determine the best way to educate your workforce through the use of custom online training courses. With our consultative approach, our team will work with your organization to understand your content then create a custom learning plan with targeted outcomes to ensure an engaging training experience. Our team will develop your entire curriculum of custom courses to fill all of your organization’s training needs.

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