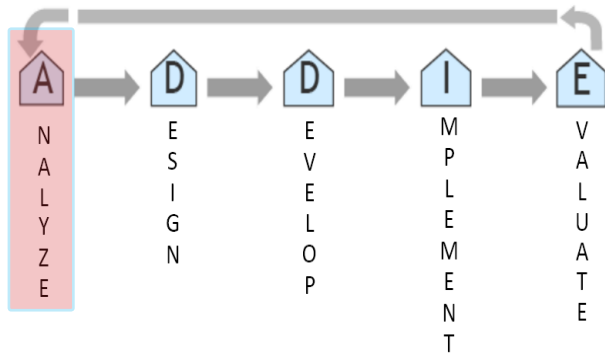# The ANALYZE phase of the ADDIE instructional-design cycle

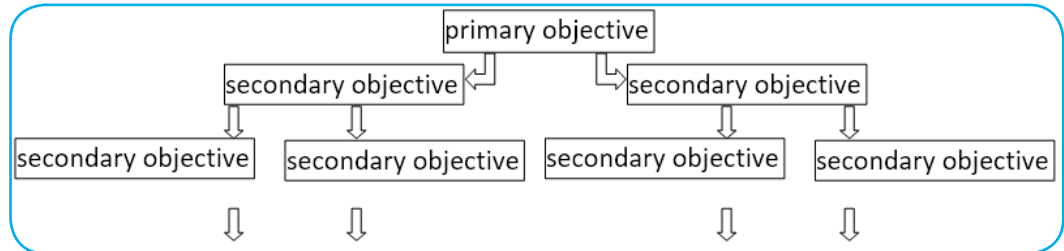

Element of the ANALYZE phase
- Define overarching project goals
- Identify stakeholders
- Conduct user research
- Conduct contextual research
- Identify primary and secondary learning objectives
- Create project proposal

Elements of user research
- Entry behaviors
- Prior knowledge
- Attitude toward content and system
- Motivation
- Education and ability
- Learning preferences
- Attitude toward the sponsoring organization
- Group characteristics

Elements of contextual research
- Site compatibility
- Site adaptability for simulations
- Site adaptability for teaching method

Horton's formula for writing objectives

"Teach (A) to (B) who (C)."

Example:
"Teach how to write learning objectives to service center manufacturing engineers who have no previous knowledge of Horton's formula."

Best practices
- Write test questions first. This focuses your content.
- Avoid teaching the minutia unless necessary. Recognize what learners already know or simply do not need to know
- Think Essentialism. Less is more. Ruthlessly cut every scrap that doesn't support your overarching objective.

Feedback is a gift!

Research methods
- Anonymous surveys
- Interviews
- Personal observation