

Illuminating Ideas

WORKING WITH AN ELEARNING VENDOR ROLES

Customer

Vendor

Project Owner 

Responsible for the project. Partners with Illumina

The Project Owner identifies the business need, hires Illumina, and acts as the conduit, facilitating interactions between the business and Illumina. Acts as final decision-maker in reviews.




BUSINESS


Project Manager 

Sets the schedule, keeps it moving and on track

The project manager's job is to ensure deadlines are met and the lines of communication between all stakeholders is maintained. Schedules calls, tracks progress on the project plan.



PROCESS


Subject Matter Expert 

Knows and provides the content. Reviews for accuracy.

The Subject Matter Expert, or SME, works in the business line and is an expert in the content to be presented. Provides that content to the ID to be used for the course creation. Reviews drafts and the final product for accuracy.




CONTENT

Instructional Designer 

Organizes information; creates learning activities

The Instructional Designer, or ID, is a learning expert. Analyzes the information from the subject matter expert, breaking it down into content, activities and assessments. Creates the storyboard and draft materials.



LEARNING


Business Reviewer 

Additional business stakeholder. Reviews for accuracy.

The Business Reviewer participates in project calls, providing input on content and reviewing decisions. Understands the business needs and perspective.




PERSPECTIVE


Graphic Designer 

Creates the look and feel of the course.

The graphic designer is the artistic backbone of the project, following the business style guides and recommendations to determine the look and feel of a course to make an aesthetically pleasing product.




VISUAL


User Tester 

Person representing the learning audience. Tests usability.

The user tester is a member of the learning audience, providing perspective on learner abilities and process. Tests prototype and final product for UX functionality.




USABILITY

eLearning Programmer 

Builds the course in authoring software

The eLearning Programmer translates the Instructional Designer's storyboard and the Graphic Designer's treatment of the project into the software to build the course. Troubleshoots LMS and functionality issues.



FUNCTIONALITY

LEARNING PROJECTS

are a collaboration between the business and the vendor. Projects move between the players, each contributing something to fulfill their role. We all rely on our predecessors' timely task completion to meet our deadlines. Each member of the team brings a specific expertise to the process, but it is the intermingling of everyone's ideas that generates the final outcome.

Quality Assurance 

Reviews and tests the course for functionality and grammar

The Quality Assurance team member tests every link, works through every scenario, and proofreads every word for grammar, spelling and functionality.



ACCURACY