

Level Up English: World Explorer



Professional Diploma in Digital Learning Design - Project

By Kevin Dougan



Welcome to the project

Level Up English: World Explorer is an innovative, fully digital course that reimagines traditional language learning by offering an immersive and stimulating experience. Systematic learning and design principles are applied to create a dynamic course that leverages gamification, microlearning, and AI-driven interactivity, aiming to elevate engagement, motivation, and real-world language application.

With over nine years of vast and varied ESL teaching experience, I bring a deep understanding of learners needs, effective strategies, and cultural nuances to this project, ensuring absorbing, tailored content that addresses language challenges and drives authentic, meaningful communication.

Learners select a difficulty level (easy, medium, hard) aligned with the CEFR international standard for language proficiency and embark on a journey across English-speaking countries through an interactive world map. As they progress, learners unlock valuable language skills, vocabulary-building challenges, grammar adventures, and culturally rich storytelling. Featuring coin-based progression, power-ups, branching scenarios, AI-powered conversations tailored to regional accents, interactive quizzes & challenges, Level Up English: World Explorer transforms language learning into a captivating, adventure-filled journey that delivers results that last. This creative approach empowers learners to confidently use English in diverse, real-world contexts while enjoying every step of their learning experience.

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ADDIE model

The ADDIE model—a widely recognised framework in instructional design—guides the systematic creation and delivery of this course. ADDIE stands for Analysis, Design, Development, Implementation, and Evaluation, and each phase ensures that learning objectives are thoroughly planned, executed, and refined to meet learner needs. This project is structured into three main parts:

Part 1	Part 2	Part 3
Analysis & LX design: The WHO of learning The WHY of Learning The WHAT of Learning The HOW of learning Reflective commentary	Micro design & development: Why animation? Scope document Wireframe Storyboard Principles Prototype Reflective commentary	Implementation & Evaluation: Implementation Evaluation Reflective commentary



Part 1

Analysis & LX Design

Understanding the Who, Why, What, and How of Learning



Who?

Understanding our learners

This exercise explores the beliefs, goals, motivators, learning needs, barriers, and digital preferences of ESL learners who are learning English online. These are three learner personas that represent the wide, diverse spectrum of ESL learners from all over the world with different motivations, such as travel, work, or personal growth.





YOUSSEF KARIM

- 34 years old
- Manchester, UK
- IT

ABOUT THE LEARNER

Youssef moved to the UK from Casablanca four years ago to work for a multinational company in the technology sector. Youssef has a good foundation in English, having studied it in school and university in Morocco. However, his proficiency remains at a lower-intermediate level, particularly in professional and social settings, where he struggles with fluent communication.

GOALS AND DRIVERS

Yousef aims to enhance confidence and effectiveness in business settings, presentations, and client interactions. He also aims to improve his understanding of British idiomatic expressions and local accents, which are crucial in both his work and everyday life in the UK.

BARRIERS TO LEARNING

- Struggles with understanding idiomatic expressions and local accents in a business context.
- Finds it challenging to communicate confidently in fast-paced meetings.
- Limited time for study due to a heavy work schedule.

DIGITAL LEARNING VIEWS

- Found language apps too informal for business needs
- Took ESL business courses but no fluency advance
- A lot of webinars, but needs more hands-on practice

TECHNOLOGY

- Asynchronous learning for time management
- Mobile-friendly platforms during travel
- Platforms that integrate tools like Microsoft Teams

PREFERENCES

- Interactive simulations like business scenarios
- Needs concise, goal-driven content
- Conversational practice



SOFIA ROJAS

- 28 years old
- Coyhaique, Chile
- Tour guide

ABOUT THE LEARNER

Sofia lives in a remote area with limited internet connectivity. She works as a tour guide in Patagonia and often interacts with international tourists. Sofia studied English in school but struggles with conversational fluency and interacting confidently with native English speakers. She often misses nuanced expressions or finds it challenging to adapt to fast-paced conversations.

GOALS AND DRIVERS

Sofia's primary aim is to improve her listening comprehension and conversational fluency, especially in handling client interactions and guiding tourists. She wants to feel more confident when speaking to English-speaking visitors as tourism continues to grow in Patagonia.

BARRIERS TO LEARNING

- Poor internet connectivity in remote areas restricts access to consistent online learning.
- Difficulty keeping up with fast-paced conversations due to limited English fluency.

DIGITAL LEARNING VIEWS

- Limited exposure to eLearning due to unreliable internet, but appreciates downloadable resources
- Finds traditional online courses overwhelming

TECHNOLOGY

- Limited and unstable internet connectivity requires downloadable and offline-friendly materials
- Prefers mobile content for flexibility during travel

PREFERENCES

- Practical scenarios to enhance her conversational skills
- Gamification like badges and rewards.



HANA SUZUKI

- 23 years old
- Tokyo, Japan
- University student

ABOUT THE LEARNER

Hana is majoring in international relations. She has a strong foundation in reading and writing English but struggles with speaking fluently in real-life situations. Her shyness and lack of confidence make it difficult to apply her upper-intermediate skills in spontaneous conversations, especially with native speakers. Hana is also diagnosed with ADHD, which affects her ability to stay focused in traditional language lessons.

GOALS AND DRIVERS

Hana's goal is to become more comfortable with spontaneous speaking and improve her listening skills, particularly in fast-paced conversations. She also wants to learn idiomatic expressions and cultural subtleties to prepare for an internship abroad, likely in the U.S.A..

BARRIERS TO LEARNING

- Anxiety and lack of confidence in conversations.
- ADHD impacts her focus during traditional, lengthy language lessons.
- Struggles with real-time interactions, especially in fast-paced environments.

DIGITAL LEARNING VIEWS

- Finds traditional online lessons difficult to follow due to ADHD.
- Prefers short, interactive content over lengthy lectures.

TECHNOLOGY

- Uses a mac laptop
- Requires accessibility features for ADHD management, such as task chunking and progress tracking.

PREFERENCES

- Enjoys gamified activities
- Prefers short, structured lessons.
- Needs regular feedback



Learner personas

Analysing the learner personas has allowed me to delve into key elements, including demographics, goals, challenges, and technological considerations essential for learner-centric design. The demographics range from a man living in an English-speaking country with a business orientated goal, to a woman in a remote area who regularly interacts with visitors in English, and finally a shy student who has aspirations to live abroad and has particular needs in learning due to her ADHD condition. The commonality amongst all three personas is a clear desire to have an engaging, flexible, interactive experience.

Solutions to barriers

Yousef: Conversational simulations and condition. The realistic, self-paced interactions will improve fluency and confidence while ensuring his professional language needs are addressed comprehensively.

Sofia: The course enhances Sofia's tour guiding skills through interactive modules, focusing on cultural nuances, vocabulary, and AI-driven conversations for real-life tour challenges.

Hana: AI-driven interactions will help Hana overcome shyness in English communication while engaging in task-focused, gamified

Technology considerations

Yousef: Benefits from interactive content that is compatible across devices, providing flexibility for busy schedules and travelling.

Sofia: To mitigate connectivity issues, downloadable elements on the mobile app offer offline access to core content, ensuring consistent learning. optional AI-powered interactions and activities become available once online.

Hana: The course offers easily accessible, gamified content across devices to accommodate Hana's ADHD needs. As well as AI-driven prompts and adaptive feedback to keep her focus.

Design considerations

Design considerations focus on creating engaging, personalised experiences for diverse learners. Yousef benefits from real-world language application and immersive scenarios that enhance fluency and confidence. Sofia gains from spaced repetition, cultural content, and interactive scenarios aligned with her role as a tourist guide. Hana's LX is supported by ADHD-friendly design, with short, focused lessons, intuitive navigation, and gamified tasks. Personalised paths ensure all learners track progress, stay motivated, and develop at their own pace.

Insights



Problem

Throughout my nine years of teaching ESL, I've observed a recurring issue: traditional language programs often fail to address the diverse and dynamic needs of modern learners. These programmes typically rely on static, uniform content that lacks adaptability or context, resulting in disengaged students who struggle to apply their skills in real-world scenarios. While such methods may suit academic purposes in certain settings, they fall short in more practical contexts, where cultural fluency and conversational confidence are paramount.

This widespread reliance on outdated approaches limits learners' ability to build confidence, personalise their learning journey, and immerse themselves in meaningful practice. The absence of flexible, interactive methods often leaves students unprepared to meet the demands of today's interconnected world, where authentic language use and cultural understanding are vital for effective communication. As echoed by my peers, the need for innovation in language teaching has never been greater.



Solution

Level Up English: World Explorer addresses traditional ESL challenges through three key components:

Gamification elements—such as challenges, rewards, unlockable content, and progression systems—when carefully integrated, can significantly enhance learner motivation and create a dynamic learning environment (Deterding et al., 2011). Learners experience immediate, tangible rewards that reinforce their efforts and build confidence. Adaptive challenges and power ups cater to individual skill levels, ensuring learners remain both challenged and supported. Gamification improves retention, deepens immersion, and provides a more enjoyable goal-driven experience.

Microlearning breaks down language concepts into bite-sized activities preventing overwhelm and maintaining interest, enabling learners to apply new vocabulary and grammar in practical contexts.

AI-driven interactivity offers personalised feedback and guidance, and real-time conversational practice, helping learners build confidence and enhance fluency, as supported by research into advanced intelligent systems in second language acquisition (Zou et al., 2023).





Learning outcomes

The course combines Bloom’s Taxonomy with CEFR proficiency levels to provide a structured yet adaptable learning journey, integrating receptive (reading, listening) and productive (speaking, writing) skills. Learners select from Easy, Medium, and Hard levels at the start of each module, with tasks tailored to their proficiency and cultivating mastery through progressively challenging activities.

At the Easy Level, learners focus on lower-order thinking skills—such as Recall, Understand, and Apply—building a strong foundation. They also engage in Create tasks through branching scenarios and AI conversations, applying their skills in real-world contexts. As learners complete each module, the cycle repeats with increasingly complex content, ensuring iterative growth and deeper command with each progression.

Medium Level learners progress through the full cycle of Bloom’s Taxonomy, revisiting lower-order skills while steadily advancing to higher-order skills, including Analyse, Evaluate, and Create. Each module builds upon prior knowledge, looping through the cycle with increasingly challenging content that deepens understanding and application.

Hard Level learners follow the same iterative cycle but with a pronounced focus on critical thinking, synthesis, and complex problem-solving. They engage deeply with tasks requiring advanced Evaluate and Create skills, promoting expertise and nuanced language competency.

This comprehensive, iterative approach ensures all learners, regardless of their starting level, continually progress through Bloom’s Taxonomy in alignment with their CEFR proficiency, developing robust, practical, and meaningful language skills.

1	Recall and identify key vocabulary, grammar rules, and cultural elements relevant to each module’s context. Activities will focus on retrieving information to strengthen core knowledge and build a solid linguistic base.
2	Understand and demonstrate comprehension by interpreting grammar structures, vocabulary usage, and cultural contexts, explaining their meaning and application through guided tasks and multimedia activities.
3	Apply knowledge in real-world scenarios, engaging in conversations, role-plays, and branching scenarios. Tasks are designed to reflect authentic language use and practical communication challenges.
4	Analyse language structures, cultural norms, and contextual nuances to make appropriate language choices in diverse situations, demonstrating critical thinking and contextual awareness.
5	Evaluate and adapt language use based on situational needs, cultural appropriateness, and feedback from AI-driven interactions, refining communication for clarity and effectiveness.
6	Create original spoken and written content by synthesising grammar, vocabulary, and cultural nuances, producing complex and meaningful communication tailored to diverse, real-world contexts and situations.



SMART outcomes

SMART model

The learning outcomes for Level Up English: World Explorer align with the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) model, ensuring they drive high-quality, effective language learning experiences:

Specific	Each outcome clearly defines the expected skills and knowledge that learners will acquire, from recalling vocabulary to creating complex, authentic communication. This specificity guides learners in understanding what must be accomplished at each stage of learning.
Measurable	The outcomes include observable behaviours, such as applying knowledge in real-world scenarios or constructing spoken and written content. Progress can be measured through quizzes, AI-driven feedback, branching scenarios, and learner assessments, providing clear indicators of learner achievement.
Achievable	The outcomes are tailored to align with the CEFR proficiency levels and Bloom’s Taxonomy, ensuring that learners progress at a pace appropriate to their skill level. Flexible difficulty levels and personalised paths make the outcomes realistically attainable for diverse learners.
Relevant	Each outcome directly supports the goal of building practical language skills through meaningful, real-world applications. The outcomes reflect current needs for engaging, adaptive, and culturally-rich language learning.
Time-bound	Learners progress through modules with structured activities that encourage steady advancement, providing checkpoints and milestones that ensure outcomes are pursued within a defined timeframe, promoting consistent growth and retention.



Modular Framework

The Level Up English: World Explorer modular framework aligns with CEFR proficiency levels through three tiers of difficulty: Easy (A2 to low B1), Medium (B1 to B2), and Hard (high B2 to C1). At the Easy Level, tasks focus on recalling and understanding vocabulary, progressing to basic applications such as simple role-plays. Medium Level advances from understanding and applying concepts to analysing grammatical structures and cultural contexts. Hard level tasks emphasise critical thinking by guiding learners from analysis to evaluation and creation through debates, complex writing, and nuanced discussions.

The framework integrates receptive (reading, listening) and productive (writing, speaking) skills, ensuring balanced skill development aligned with CEFR standards. Each module immerses learners in tasks that reflect real-world contexts, including reading culturally relevant stories, listening to authentic accents, crafting written reflections, and engaging in interactive AI-driven conversations. This integrated approach allows learners to seamlessly transition between comprehension and expressive skills, promoting fluency, cultural awareness, and confident communication.

The course comprises seven modules, each representing an English-speaking country with a designated coin value for unlocking. As learners progress, modules increase in difficulty, with higher coin thresholds required for access. Upon earning sufficient coins, learners unlock a mystery module: Jamaica, adding an element of surprise and reward.

Gamified mechanisms enhance engagement: completing a section unlocks optional challenges that reinforce skills and elevate enjoyment. Learners start with three power-ups and benefit from adaptive scaffolding to overcome obstacles. This can include breaking down the audio into smaller segments, offering contextual hints, or supplying vocabulary assistance relevant to the task. If challenges persist, the learner may access a simplified version of the task or engage in targeted practice activities to build the necessary skills, ensuring personalised, steady progress throughout their learning journey.



Modular Framework

Please click on each module to reveal the content map for all difficulty levels.





Modular Framework



[Easy](#)

[Medium](#)

[Hard](#)

Australia: The Great Outdoors

Animated intro video

Section 1: Vocabulary & listening

Outdoor words

Optional activity - riddles

Section 2: Grammar focus & reading

Present simple

Optional activity - Save Mick time challenge

Section 3: Application & writing

A day outdoors: Branching scenario

Optional activity - Escape the outback

End of module interactive quiz

AI Chatbot conversation

Campfire chat

Toolkit

Extra practice & takeaways



Modular Framework



Easy

Medium

Hard

Australia: The Great Outdoors

Animated intro video

Section 1: Vocabulary & listening

Words of the Wild

Optional activity - riddles

Section 2: Grammar focus & reading

Past Simple vs. Past Continuous

Optional activity - Save Mick time challenge

Section 3: Application & writing

Outback Challenge: A Branching Adventure

Optional activity - Escape the outback

End of module interactive quiz

AI-conversation

Campfire chat

Toolkit

Extra Practice & Takeaways



Modular Framework



Easy

Medium

Hard

Australia: The Great Outdoors

Animated intro video

Section 1: Vocabulary & listening

Advanced Outdoor Terminology

Optional activity - riddles

Section 2: Grammar focus & reading

Complex Narratives: Past Tenses in Action

Optional activity - Save Mick time challenge

Section 3: Application & writing

Outback Survival Scenario

Optional activity - Escape the outback

End of module interactive quiz

AI-conversation

Campfire chat

Toolkit

Extra Practice & Takeaways





Modular Framework



Module 3



Module



Module 1



Module 4

Easy

Medium

Hard

UK: City Life and Musical Culture

Animated intro video

Section 1: Vocabulary & listening

City Sounds and Sights

Optional activity - Music Match

Section 2: Grammar focus & reading

Present Simple for Daily Routines

Optional activity - Pub Quiz

Section 3: Application & writing

A Day in the City

Optional activity - Concert Adventure

End of module interactive quiz

AI-conversation

Cafe chat

Toolkit

Extra Practice & Takeaways



Modular Framework



Module 3



Module



Module 1



Module 4

Easy

Medium

Hard

UK: City Life and Musical Culture

Animated intro video

Section 1: Vocabulary & listening

Cultural Melodies and Urban Tales

Optional activity - Decode the Lyrics

Section 2: Grammar focus & reading

Past Simple and Cultural Narratives

Optional activity - Pub Quiz

Section 3: Application & writing

Interactive urban planning scenarios

Optional activity - Perform in the square

End of module interactive quiz

AI-conversation

Cafe chat

Toolkit

Extra Practice & Takeaways



Modular Framework



Module 3



Module



Module 1



Module 4

Easy

Medium

Hard

UK: City Life and Musical Culture

Animated intro video

Section 1: Vocabulary & listening

Deep Dive into Music History

Optional activity - Solve the Lyric Puzzle

Section 2: Grammar focus & reading

Advanced Descriptive Language

Optional activity - Pub Quiz

Section 3: Application & writing

Lead a cultural Tour

Optional activity - Music festival challenge

End of module interactive quiz

AI-conversation

Cafe chat

Toolkit

Extra Practice & Takeaways



Modular Framework

Easy

Medium

Hard

Canada: Identity and Diversity

Animated intro video

Section 1: Vocabulary & listening

Cultural Symbols and Landscapes

Optional activity - Match the icon

Section 2: Grammar focus & reading

Introducing Likes and Dislikes

Optional activity - Game show quiz

Section 3: Application & writing

Down town options

Optional activity - The Mountie's mystery

End of module interactive quiz

AI-conversation

Niagara Falls chat

Toolkit

Extra Practice & Takeaways



Module 2



Module 5



Module 1



Module 4



Modular Framework

Easy

Medium

Hard

Canada: Identity and Diversity

Animated intro video

Section 1: Vocabulary & listening

Cultural Symbols and Landscapes

Optional activity - Match the icon

Section 2: Grammar focus & reading

Introducing Likes and Dislikes

Optional activity - Game show quiz

Section 3: Application & writing

Down town options

Optional activity - The Mountie's mystery

End of module interactive quiz

AI-conversation

Niagara Falls chat

Toolkit

Extra Practice & Takeaways



Module 2



Module 5



Module 1



Module 4



Modular Framework

Easy

Medium

Hard

Canada: Identity and Diversity

Animated intro video

Section 1: Vocabulary & listening

Multicultural stories

Optional activity - Analyse the identity

Section 2: Grammar focus & reading

Complex Comparisons and Discussions

Optional activity - Game show quiz

Section 3: Application & writing

Leading a cultural panel

Optional activity - The Mountie's mystery

End of module interactive quiz

AI-conversation

Niagara Falls chat

Toolkit

Extra Practice & Takeaways



Module 2



Module 5



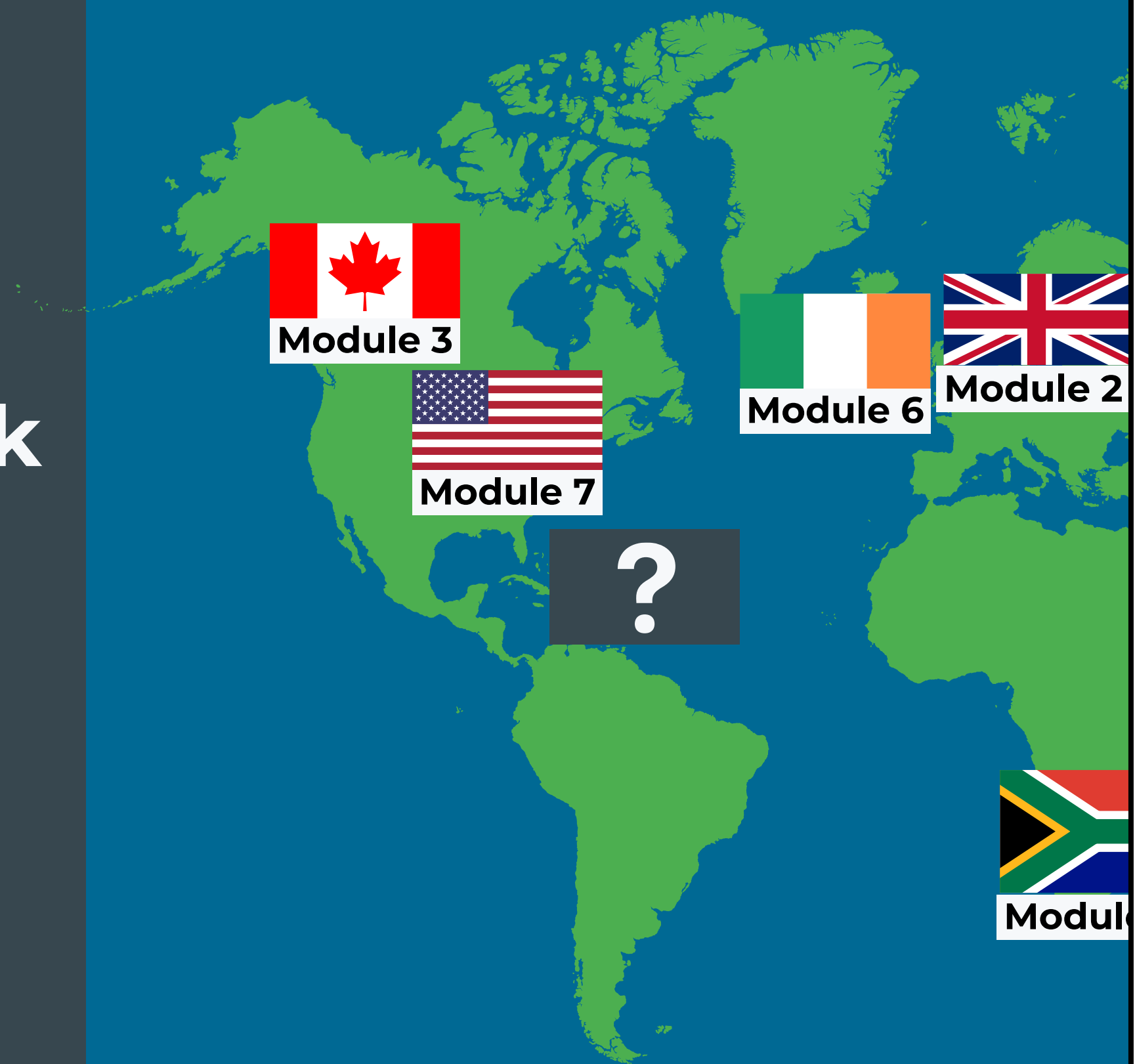
Module 1



Module 4



Modular Framework



- Easy
- Medium
- Hard

New Zealand: Heritage & Wonders

Animated intro video

Section 1: Vocabulary & listening

Nature and heritage
Optional activity - Nature match-up

Section 2: Grammar focus & reading

Existential sentences
Optional activity - Heritage quest

Section 3: Application & writing

Kiwi culture exploration
Optional activity - Haka spirit

End of module interactive quiz

AI-conversation

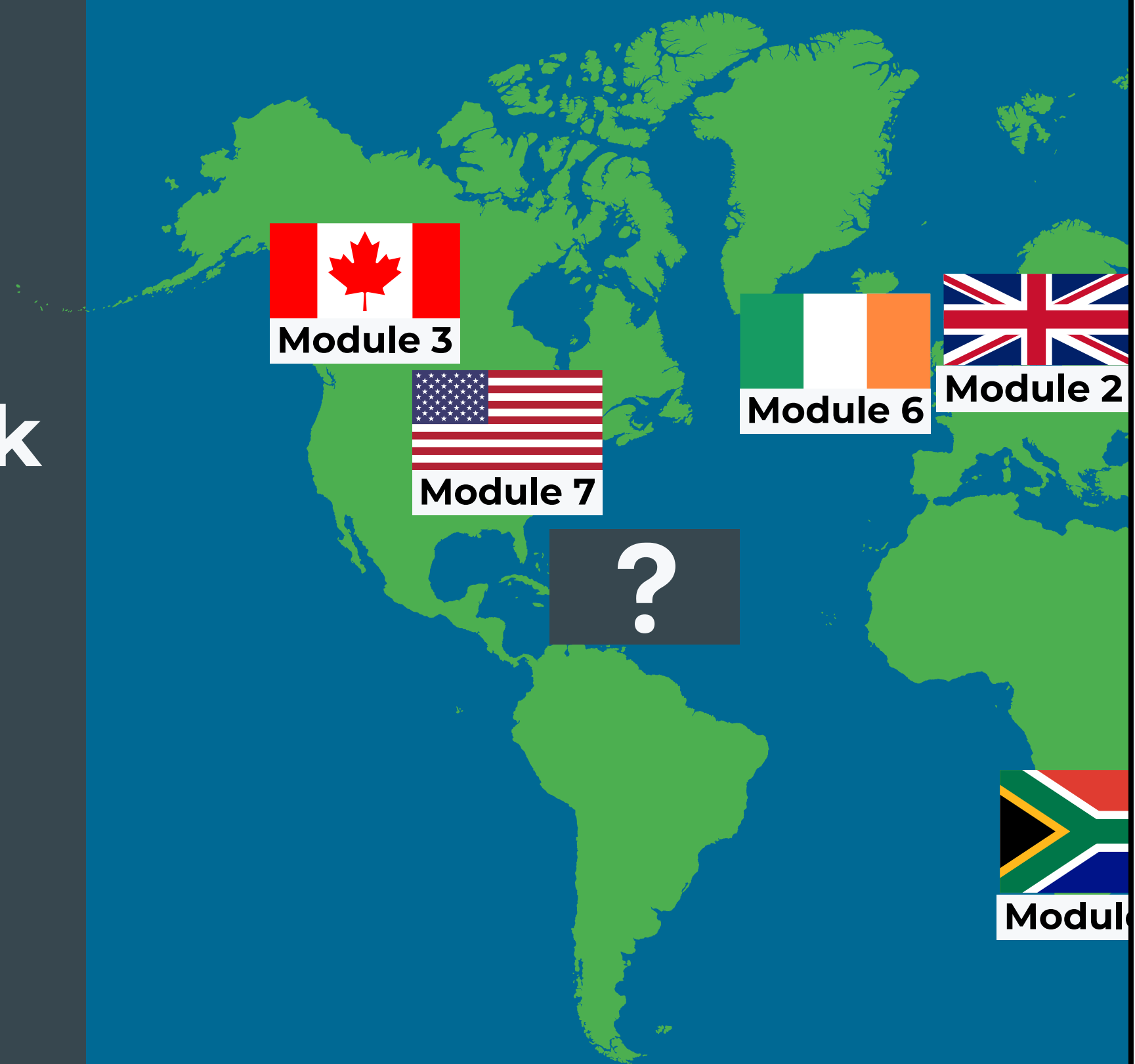
Mountain top chat

Toolkit

Extra Practice & Takeaways



Modular Framework



- Easy
- Medium
- Hard

New Zealand: Heritage & Wonders

Animated intro video

Section 1: Vocabulary & listening

Traditional practices

Optional activity - Riddles

Section 2: Grammar focus & reading

Questions to find out more

Optional activity - Heritage quest

Section 3: Application & writing

Interactive heritage tour

Optional activity - Haka spirit

End of module interactive quiz

AI-conversation

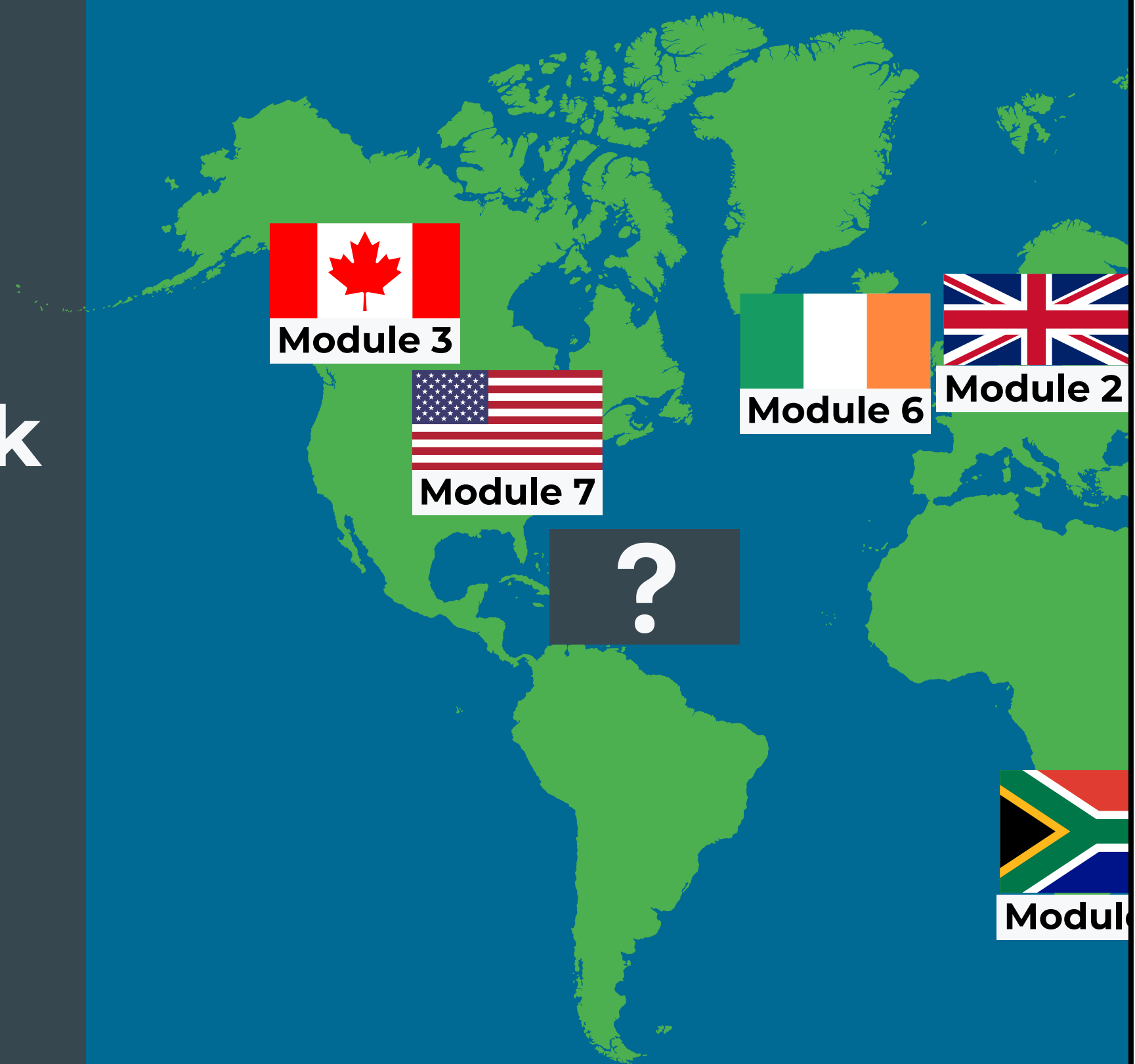
Mountain top chat

Toolkit

Extra Practice & Takeaways



Modular Framework



Easy

Medium

Hard

New Zealand: Heritage & Wonders

Animated intro video

Section 1: Vocabulary & listening

Tales of the land

Optional activity - Riddles

Section 2: Grammar focus & reading

Complex conditionals

Optional activity - Heritage quest

Section 3: Application & writing

Cultural Protocols at a Marae

Optional activity - Haka spirit

End of module interactive quiz

AI-conversation

Mountain top chat

Toolkit

Extra Practice & Takeaways



Modular Framework



Module 3



Module 7

Easy

Medium

Hard

South Africa: Rainbow Nation

Animated intro video

Section 1: Vocabulary & listening

Wildlife and Conservation

Optional activity - Flashcard time challenge

Section 2: Grammar focus & reading

Compound sentences

Optional activity - Wildlife & culture quiz

Section 3: Application & writing

Storytelling

Optional activity - Lost on safari

End of module interactive quiz

AI-conversation

Savannah chat

Toolkit

Extra Practice & Takeaways



Module 1



Module 4



Modular Framework



Module 3



Module 7

Easy

Medium

Hard

South Africa: Rainbow Nation

Animated intro video

Section 1: Vocabulary & listening

Ecotourism and Cultural Practices

Optional activity - Flashcard time challenge

Section 2: Grammar focus & reading

Wild differences unleashed

Optional activity - Wildlife & culture quiz

Section 3: Application & writing

Protect endangered species

Optional activity - Lost on safari

End of module interactive quiz

AI-conversation

Savannah chat

Toolkit

Extra Practice & Takeaways



Module 1



Module 4



Modular Framework



Module 3



Module 7

Easy

Medium

Hard

South Africa: Rainbow Nation

Animated intro video

Section 1: Vocabulary & listening

Environmental Advocacy

Optional activity - Flashcard time challenge

Section 2: Grammar focus & reading

Relative & adverbial clauses

Optional activity - Wildlife & culture quiz

Section 3: Application & writing

Conservation Decision-Making Scenario

Optional activity - Lost on safari

End of module interactive quiz

AI-conversation

Savannah chat

Toolkit

Extra Practice & Takeaways



Module 1



Module 4



Modular Framework

Easy

Medium

Hard



Ireland: Folklore & Legends

Animated intro video

Section 1: Vocabulary & listening

Tales of the Emerald Isle

Optional activity - Match the legend

Section 2: Grammar focus & reading

Simple past tense

Optional activity - Finish the tale

Section 3: Application & writing

Irish Folktale Adventure

Optional activity - Catch the Leprechaun

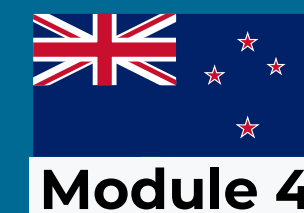
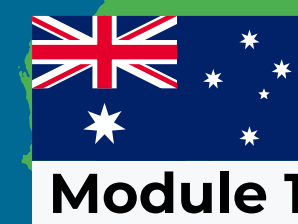
End of module interactive quiz

AI-conversation

Pub chat

Toolkit

Extra Practice & Takeaways





Modular Framework

Easy

Medium

Hard



Ireland: Folklore & Legends

Animated intro video

Section 1: Vocabulary & listening

Folklore Vocabulary Quest

Optional activity - Legends quiz

Section 2: Grammar focus & reading

Reported speech

Optional activity - Finish the tale

Section 3: Application & writing

Retell the tale

Optional activity - Catch the Leprechaun

End of module interactive quiz

AI-conversation

Pub chat

Toolkit

Extra Practice & Takeaways





Modular Framework

Easy

Medium

Hard



Ireland: Folklore & Legends

Animated intro video

Section 1: Vocabulary & listening

Themes and Symbolism in Folklore

Optional activity - Legends quiz

Section 2: Grammar focus & reading

Modals for Speculation and Deduction

Optional activity - Banshee's Mystery

Section 3: Application & writing

Chasing the Hidden Gold

Optional activity - Catch the Leprechaun

End of module interactive quiz

AI-conversation

Pub chat

Toolkit

Extra Practice & Takeaways





Modular Framework

Easy

Medium

Hard

U.S.A: Pop Culture & Innovation

Animated intro video

Section 1: Vocabulary & listening

American icons

Optional activity - Pop culture match-up

Section 2: Grammar focus & reading

Pop Culture Predictions

Optional activity - Fortune teller

Section 3: Application & writing

Journalism in action

Optional activity - Escape Silicon Valley

End of module interactive quiz

AI-conversation

Sunset Boulevard chat

Toolkit

Extra Practice & Takeaways



Module 2



Module 5



Module 1



Module 4



Modular Framework

Easy

Medium

Hard

U.S.A: Pop Culture & Innovation

Animated intro video

Section 1: Vocabulary & listening

Describing trends

Optional activity - Riddles

Section 2: Grammar focus & reading

Phrasal verbs & idiomatic expressions

Optional activity - Phrasal pursuits

Section 3: Application & writing

Navigating American Pop Culture

Optional activity - Escape Silicon Valley

End of module interactive quiz

AI-conversation

Sunset Boulevard chat

Toolkit

Extra Practice & Takeaways



Module 2



Module 5



Module 1



Module 4



Modular Framework

Easy

Medium

Hard

U.S.A: Pop Culture & Innovation

Animated intro video

Section 1: Vocabulary & listening

Cultural Influence and Media Literacy

Optional activity - Riddles

Section 2: Grammar focus & reading

Futures, revision

Optional activity - Rocket lift off

Section 3: Application & writing

Shaping the future of pop culture

Optional activity - Escape Silicon Valley

End of module interactive quiz

AI-conversation

Sunset Boulevard chat

Toolkit

Extra Practice & Takeaways



Module 2



Module 5



Module 1



Module 4



Modular Framework

Easy

Medium

Hard

Jamaica: Island Rhythms and Vibes

Animated intro video

Section 1: Vocabulary & listening

Everyday life, Jamaican style

Optional activity - Reggae race

Section 2: Grammar focus & reading

Present perfect paradise

Optional activity - Culture connect

Section 3: Application & writing

Explore culture and cuisine

Optional activity - Reggae Rhythm Challenge

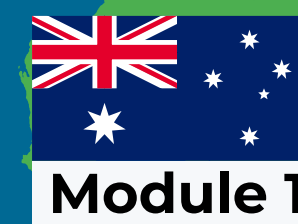
End of module interactive quiz

AI-conversation

Hammock chat

Toolkit

Extra Practice & Takeaways





Modular Framework

Easy

Medium

Hard

Jamaica: Island Rhythms and Vibes

Animated intro video

Section 1: Vocabulary & listening

Music, food, and festivals

Optional activity - Reggae race

Section 2: Grammar focus & reading

Wishes & mixed conditionals

Optional activity - Beach quiz

Section 3: Application & writing

Explore culture and cuisine

Optional activity - Reggae Rhythm Challenge

End of module interactive quiz

AI-conversation

Hammock chat

Toolkit

Extra Practice & Takeaways





Modular Framework

Easy

Medium

Hard

Jamaica: Island Rhythms and Vibes

Animated intro video

Section 1: Vocabulary & listening

Jamaican global influence

Optional activity - Reggae race

Section 2: Grammar focus & reading

Narrative tenses for experience

Optional activity - Beach quiz

Section 3: Application & writing

Explore culture and cuisine

Optional activity - Reggae Rhythm Challenge

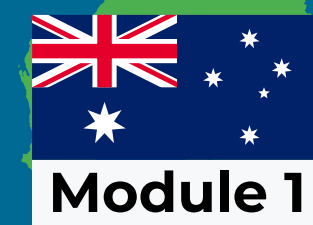
End of module interactive quiz

AI-conversation

Hammock chat

Toolkit

Extra Practice & Takeaways





LX design decisions

Level Up English: World Explorer has been carefully crafted to deliver an engaging, accessible, and impactful learning experience. Every LX design decision aligns optimally with the diverse needs of ESL learner, reflected in my learner personas, ensuring a personalised journey tailored to support the unique goals and challenges of each learner.

Mode of delivery

The course will be a fully digital, asynchronous learning experience. Interactive modules, built in Articulate Storyline and enhanced with Vyond animations, deliver engaging content learners can access at their own pace. This approach ensures accessibility and flexibility, allowing learners to revisit materials as needed. By removing scheduling constraints, the course supports independent learning while offering a structured progression towards mastery.

Timeline considerations

The asynchronous, self-paced format of Level Up English: World Explorer allows learners to progress at their own pace, ensuring flexibility and adaptability to individual schedules. To maintain engagement, subtle nudging mechanisms, such as reminders and motivational messages, will be built into the LMS, encouraging consistent progress while respecting learner autonomy.

Microlearning

The course embraces microlearning to deliver concise, targeted lessons that prevent cognitive overload and enhance retention (Arist, 2023). Short modules, aligned with CEFR proficiency levels, allow learners to absorb material at a manageable pace, particularly supporting learners like Hana who benefit from structured, bite-sized content.



LX design decisions

Gamification

Gamification is central to the course's design, driving motivation through coins, power ups, unlockable challenges, and much more. Each section of a module rewards progress, while optional challenges add excitement, encourage deeper skill reinforcement, and provide incentive to earn more coins. These dynamic elements particularly benefit learners like Hana, increasing engagement, sustained focus, and a rewarding sense of accomplishment.

AI-driven interactivity

AI-driven features provide learners with personalised feedback, adaptive scaffolding, and real-world conversational practice. For example, Hana benefits from low-pressure AI interactions that build confidence, while Yousef can refine professional communication skills through tailored AI-driven scenarios. These tools ensure that each learner receives individualised support.

Cultural immersion

Each module immerses learners in the culture of an English-speaking country, combining language skills with real-world contexts. From exploring Australia's outdoor adventures to Ireland's folklore, learners engage in culturally rich tasks that connect language learning to meaningful cultural experiences. This approach enhances fluency and cultural awareness, equipping learners like Sofia with practical skills for diverse, global communication.



Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

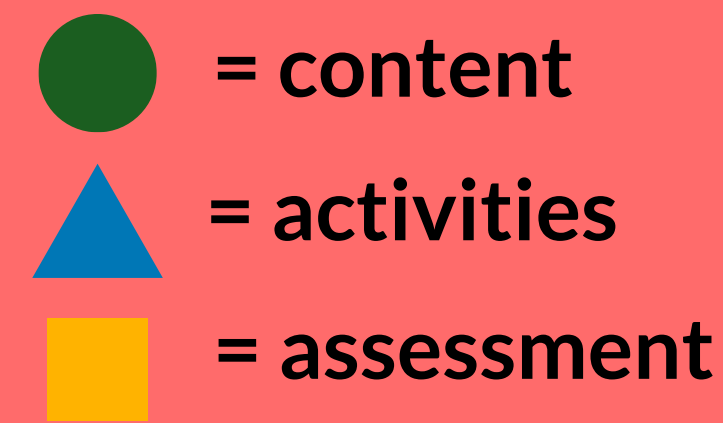
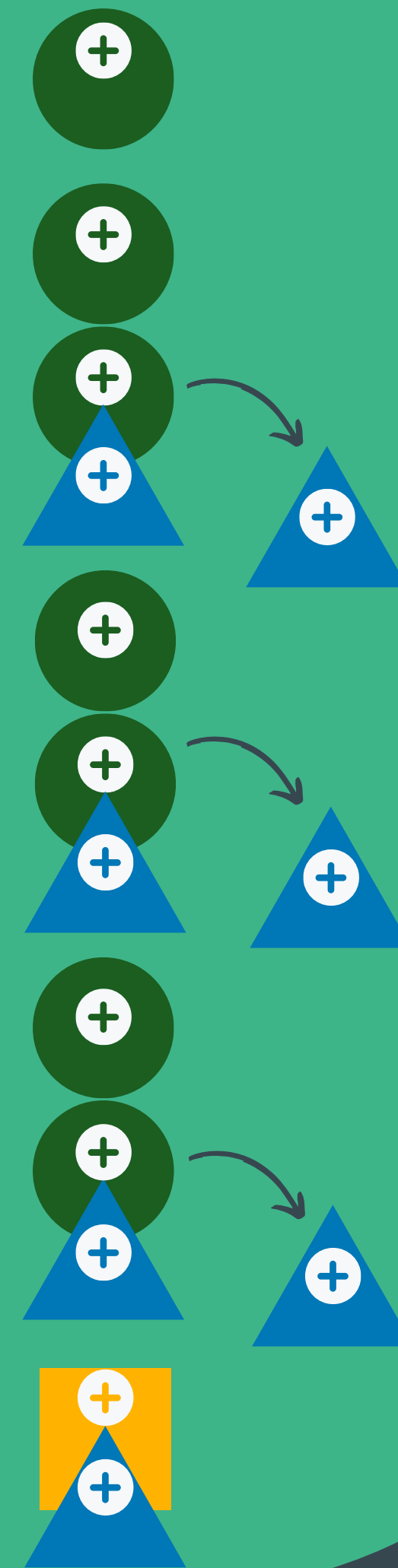
Intro video to module

Section 1 - Vocabulary & listening

Section 2 - grammar focus & reading

Section 3 - Application & writing

Quiz/AI conversation



Module 2 - UK



Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

A captivating animated intro to the module's guide, Mick, which sets the scene for a road trip sparking curiosity and sets expectations preparing learners for their journey.

Section 1 - Vocabulary & listening

Section 2 - grammar focus & reading

Section 3 - Application & writing

Quiz/AI conversation

Module 2 - UK



Content

Activities

= assessment



Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

Section 1 - Reading

Hotspot Activity

Learners interact with an illustrated scene of the Australian Outback. Clicking hotspots reveals vocabulary related to outdoor activities and landscapes providing definitions and contextual examples (e.g., campfire, trail, breathtaking, world-famous), laying the foundation for subsequent tasks.

LO 1: Recall and identify

This activity introduces key vocabulary, enabling learners to recall and recognise words and their meanings in context, supporting foundational language skills.

Section 3 - Application & writing

quiz/AI conversation

Module 2 - UK

Content
Activities
Assessment



Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

Intro video to module



Video activity

A video highlights iconic Australian landscapes and adventure activities, reinforcing vocabulary from the hotspot activity with audio-visual storytelling.

LO 1: Recall and identify

The video consolidates vocabulary introduced in the hotspot activity through repetition in a realistic context.

LO 2: Understand and explain

Learners interpret vocabulary usage within the video's context, enhancing comprehension of words in practical scenarios.



= content



= activities

assessment

Section 3 - Application & writing

Section 3 - Application & writing

quiz/AI conversation



Module 2 - UK

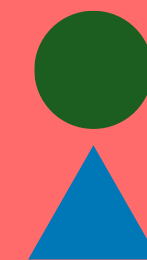




Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

Intro video to module



= content

= activities



assessment

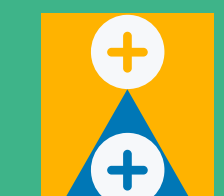
Comprehension Checks

Following the video, learners complete drag-and-drop vocabulary matching, multiple-choice questions, and fill-in-the-blank exercises to assess their understanding of both vocabulary and listening content.

LO 2: Understand and explain

These tasks evaluate learners' ability to explain word meanings and apply them to the video's content, ensuring comprehension.

Section 3 - Application & writing



quiz/AI conversation

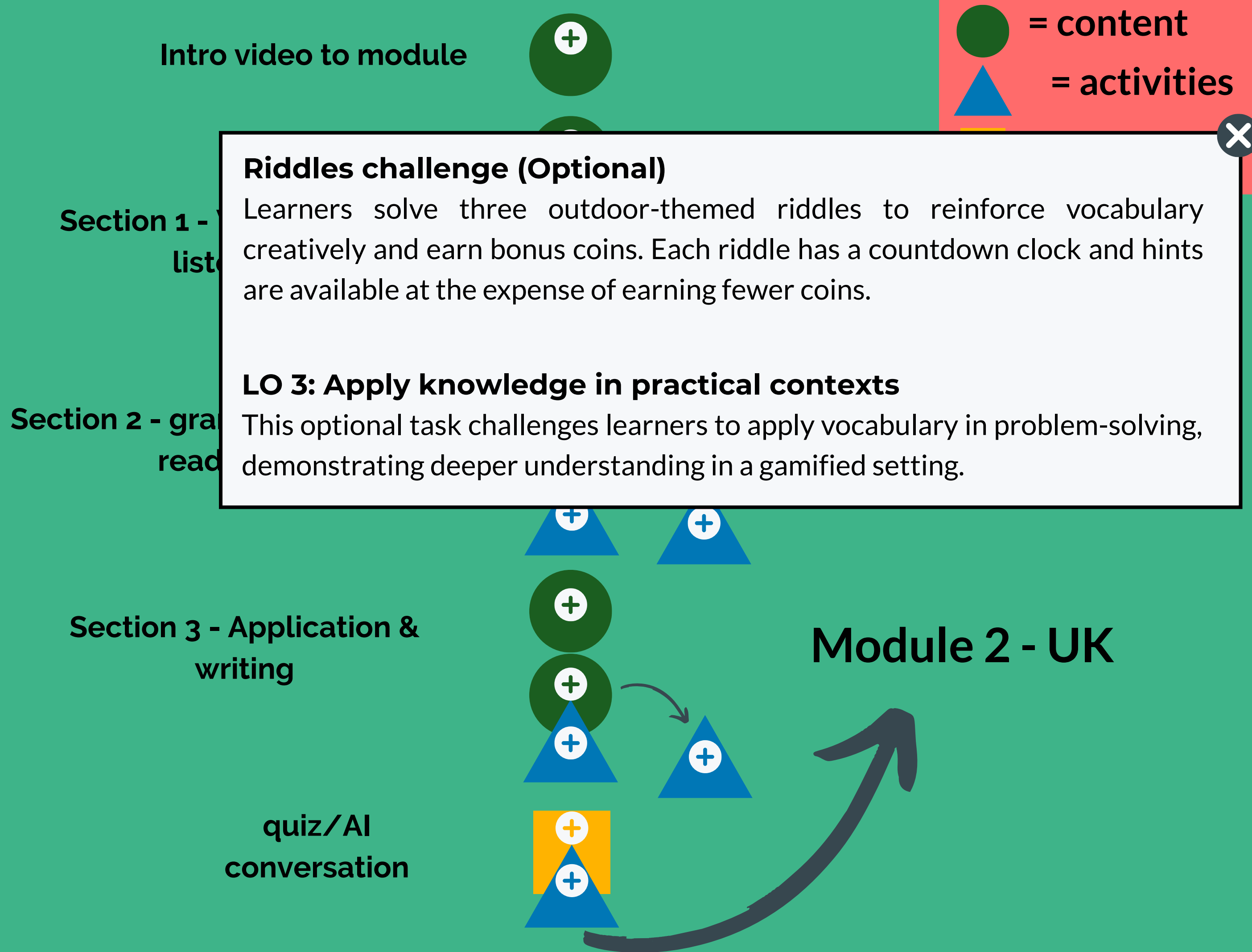
Module 2 - UK





Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.





Building blocks

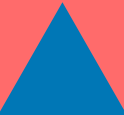


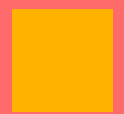
This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

Intro video to module



 = content

 = activities

 = assessment



Grammar introduction

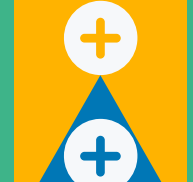
A concise, interactive explanation of Past Simple vs. Past Continuous. Learners are introduced to rules, example sentences, and a comparison table (e.g., ‘We were diving when we spotted a turtle.’).

Section

LO 2: Understand and explain

This activity introduces learners to the correct usage and distinctions between the two tenses through clear, relatable examples.

Section 3 - Application & writing



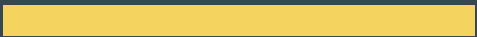
quiz/AI conversation

Module 2 - UK

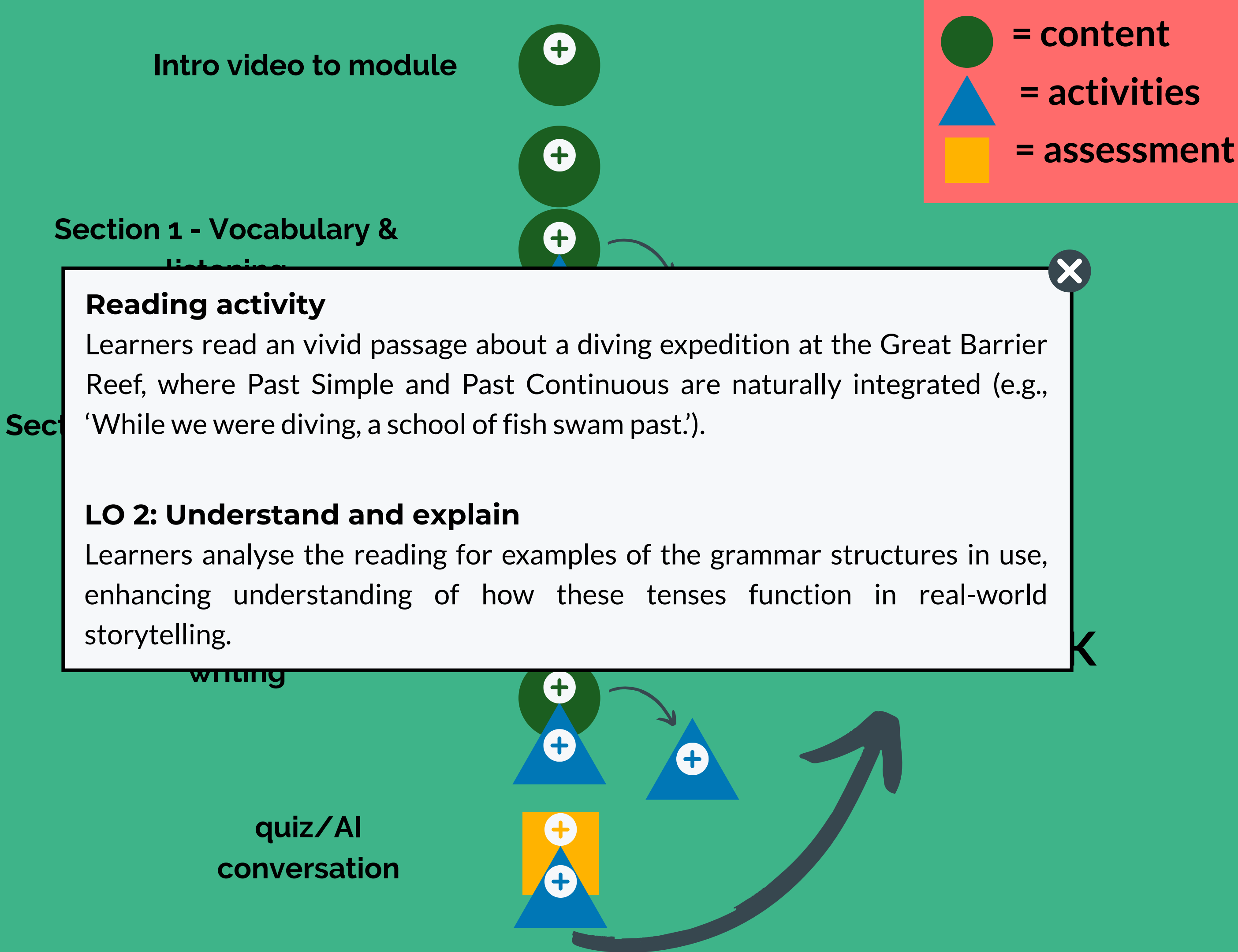




Building blocks



This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.



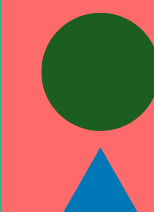


Building blocks

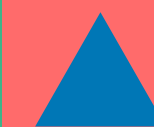
This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

Section 1 - Vocabulary & listening

Intro video to module



= content



= activities



= assessment

Comprehension checks

Effective and engaging tasks to assess understanding:

1. Identify the tense: Highlight sentences in the text containing Past Simple or Past Continuous.
2. Drag-and-Drop Sentences: Reorganise jumbled sentences into correct grammatical structures.
3. Scenario Matching: Match example sentences (e.g., 'I was snorkeling when I saw a shark.') with their correct uses (ongoing action or completed action).

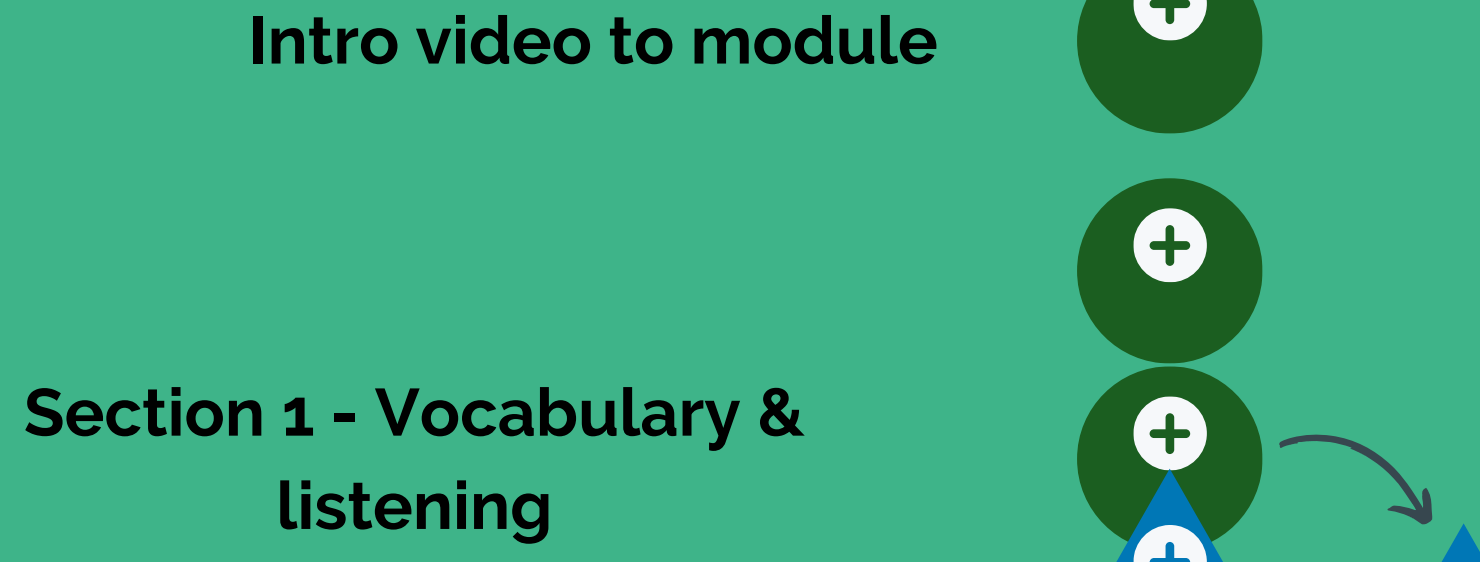
Learning outcome 2: Understand and explain

These tasks assess learners' ability to identify and explain the correct use of grammar structures in context.



Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.



= content

= activities

= assessment

Section 2 - grammar reading

Section 3 - writing

quiz/AI conversation

Save Mick challenge (Optional)

A fast-paced gamified task where learners help Mick swim away from a shark by quickly selecting correct grammar options. Each correct choice makes Mick swim further, while incorrect answers let the shark get closer.

LO 3: Apply knowledge in practical contexts

Learners must apply their understanding of Past Simple and Past Continuous under time pressure, reinforcing their skills in a practical, high-stakes scenario.



Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

Se

Branching scenario - Outback challenge

Learners navigate an immersive branching scenario set in the Australian Outback with a guide, Jarro, where they must rely on recall, critical thinking, and language skills to progress. The challenge includes recalling information from previous scenes, answering open-ended questions, and making decisions based on the guide's instructions. Wrong answers result in consequences, such as being 'lost' or facing an obstacle, requiring learners to start again. AI-driven feedback provides real-time support to help learners refine their responses.

Ex: "What did Jarro see when he was crossing this bridge in his last expedition?"

- Correct Answer: 'Crocodiles' → Learner progresses.
- Wrong Answer: Bridge breaks and learner must restart the section.
- AI Feedback: 'Check Jarro's advice about the river in earlier scene.'

LO 1: Recall and identify

Learners must recall Jarro's instructions and details from earlier scenes.

LO 3: Apply knowledge in practical contexts

Applying recalled information to navigate survival challenges.

LO 4: Analyse language use and contexts

Learners evaluate their responses and adapt based on feedback, ensuring they use accurate language.

LO 5: Evaluate communication and language choices

Feedback refines their understanding of proper phrasing and contextual appropriateness.



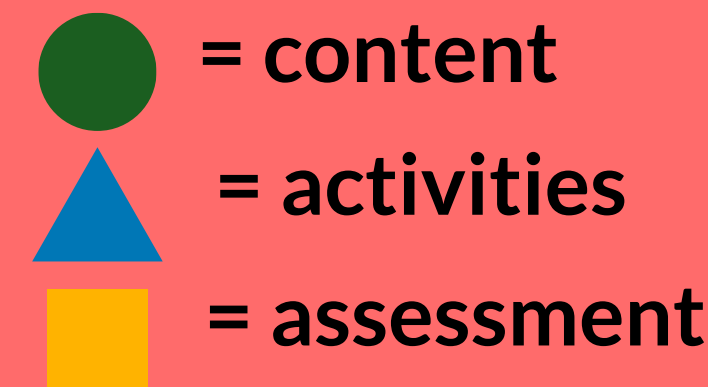
Content
Activities
Assessment



Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

Intro video to module



Section 1 - Vocabulary &



Interactive quiz: The great outdoors finale

This engaging, gamified quiz is a lighthearted yet meaningful round-up of Module 1: Australia, ensuring learners have absorbed the key vocabulary, grammar, and cultural insights. Learners earn coins based on their performance, adding an enjoyable incentive to excel. The quiz incorporates diverse, entertaining formats that revisit module highlights while avoiding repetition of previous comprehension checks.

LO 1: Recall and identify

Vocabulary adventure and cultural trivia reinforce recall of key terms and concepts.

LO 3: Apply knowledge in practical contexts

Story completion and scenario recall integrate grammar and vocabulary in authentic contexts.

LO 4: Evaluate communication and language choices

Matching tasks and the lightning round challenge learners to evaluate correct grammar and vocabulary use under varied conditions.



Building blocks

This section shows the flow of Module 1: Australia - medium difficulty level. It also maps learning outcomes (LO) to each block.

Intro video to module



= content

= activities

= assessment



Section

AI Chatbot Conversation – Campfire Chat

The campfire chat is a simulated conversation with an AI chatbot designed to reinforce vocabulary, grammar, and cultural knowledge from the module. Learners engage in a relaxed, interactive discussion set around a virtual campfire. The chatbot prompts learners with questions and comments related to the module's theme, guiding them with preprogrammed responses to practice real-world communication skills in a supportive, non-judgmental environment.

LO 1: Understand and explain

Icebreaker and cultural trivia segments test recall of vocabulary and facts.

LO 3: Apply knowledge in practical contexts

Story completion and scenario recall integrate grammar and vocabulary in authentic contexts.

LO 6: Evaluate communication and language choices

Open-ended reflection tasks require learners to construct sentences that integrate grammar, vocabulary, and context creatively.



Level Up English: World Explorer uses a mix of diverse interactive formats and exciting gamified elements to keep learners engaged, motivated, and actively involved while building confidence and real-world language skills.

Gamified elements

- ★ **Coin-based progression**
Earn coins to unlock new modules and content. Achieve sufficient coins to access an exclusive bonus module.
- ★ **Level selection**
Choose difficulty (Easy, Medium, Hard) at the start of each module.
- ★ **Power-Ups**
Adaptive tools to assist learners during challenging tasks.
- ★ **Optional challenges**
Fun activities for bonus coins and extra practice (e.g., riddles, escape rooms, game shows)
- ★ **Timed challenges**
High-energy tasks with countdowns to test recall and decision-making under pressure.

Formats

Interactive video lessons

Immersive videos introduce concepts with contextual examples.

Interactive quizzes

Engaging tasks reinforce knowledge and measure progress.

Scenario-based learning

Branching activities simulate practical decision-making scenarios.

AI Chatbot conversations

Simulated chats offer adaptive, real-world practice.

Digital Toolkits

Downloadable resources support independent learning growth.

Multimedia eLearning

Integrated formats provide dynamic, sensory engagement.

Infographics

Visual guides simplify complex concepts.

Writing tasks with AI feedback

Real-time AI suggestions refine learners' writing skills.

Animated videos

Engaging, story-rich animations introduce themes and activities.



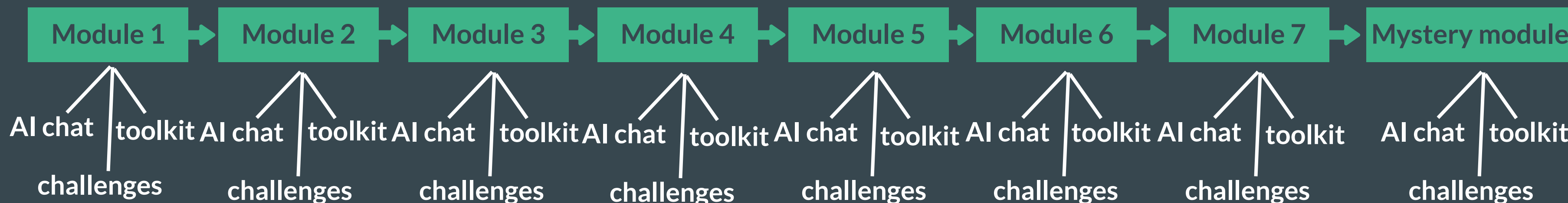
Flow model

Level Up English: World Explorer follows a linear flow model, where learners must complete one country module to unlock the next. This structure ensures cumulative skill-building as each module builds upon prior knowledge, reinforcing language skills and cultural understanding through engaging, context-rich content and gamified challenges. Within each module, learners progress sequentially through sections, promoting a focused and cohesive learning journey.

Additionally, the course incorporates a core and spoke model to enhance flexibility and support deeper learning. Each module (core) is complemented by a toolkit (spoke) containing extra practice materials, interactive learning aids, and tailored takeaways to reinforce concepts independently.

Further extending this spoke approach, learners can engage in AI-driven chatbot conversations, practicing language skills in realistic scenarios with regional accents and adaptive feedback. Optional challenges, such as escape rooms and timed tasks, provide additional opportunities for skill reinforcement, enjoyment, and extra coins without disrupting core progression.

By combining linear progression with the core and spoke model, the flow design ensures structured, adaptable learning.





Reflective Commentary

Exploring Learning Theories and Instructional Design

Part 1 of this project provided a fascinating journey into learning theories and instructional frameworks, each offering unique insights into effective course design. It got me thinking in many new ways, especially about holistic design and taking the learner on a structured, well thought-out journey. By mapping various stages of the course design to the learning outcomes provided a rigorous pedagogical approach underpinning the whole flow. This solid backbone then permits creativity in design to flourish in the next phase.

I found it particularly satisfying to integrate the best elements of behaviorism, cognitivism, and constructivism into the macro design of Level Up English: World Explorer.

- From behaviorism: I integrated fun reinforcement strategies like coin-based progression, optional challenges, and instant feedback through AI-driven activities. These elements harness the power of positive reinforcement, keeping motivation high and making sure learners feel rewarded for their efforts. For instance, earning coins to unlock new destinations not only boosts participation but also gives a satisfying sense of achievement.
- From cognitivism: I focused on enhancing how information is processed and retained. I included tools like hotspot activities, interactive videos, and scaffolded tasks that break down complex language skills into bite-sized pieces. This approach helps learners navigate vocabulary acquisition and grammar in a logical sequence, building meaningful connections between what they already know and new concepts. Plus, I incorporated spaced repetition techniques to help reinforce learning over time, ensuring that key concepts stick in their memory.
- From constructivism, I emphasised learner-centered activities that promote active engagement. Real-world applications such as branching scenarios and AI-driven conversations provide authentic contexts for learners to build their understanding of the language. These activities encourage exploration and collaboration, paving the way for deeper cognitive engagement.

By blending these approaches, I crafted a course that offers structured guidance, supports cognitive processing, and empowers learners to take charge of their journey. The result - an engaging and effective learning experience grounded in proven instructional practices.



Reflective Commentary

Kolb's Experiential Learning Cycle and Iterative Modular Design

David Kolb's theory caught my attention in the early modules, especially when starting to think about the modular progression of my course. Adhering to Kolb's experiential learning cycle works nicely for the iterative design of each module in Level Up English: World Explorer. Kolb's cycle consists of four stages: concrete experience, reflective observation, abstract conceptualisation, and active experimentation. Each module begins with concrete experiences, such as immersive videos or interactive activities that introduce themes and vocabulary in context. For example, the 'Outback Adventure' video sparks curiosity and connection. Next, learners engage in reflective observation, analysing their performance through comprehension checks and adaptive feedback, which encourages critical thinking about their progress. This is followed by abstract conceptualisation, where learners delve into grammar rules and vocabulary through scaffolded activities, linking language elements to real-world communication. Finally, active experimentation allows learners to apply their skills in dynamic tasks like AI-driven conversations and branching scenarios. This iterative approach ensures that learners continuously revisit and deepen their skills, aligning perfectly with the course's goal of real-world language mastery.

Gamification, microlearning, and AI

Incorporating gamification, microlearning, and AI has the potential to transform learner engagement and motivation in my course. Drawing from my ESL teaching experience, I've seen how games harness enjoyment and reinforce learning, I therefore integrated elements like coin-based progression and optional challenges for a sense of accomplishment.

It has been an eye-opener during the diploma to see all the different ways that AI can be used in the learning environment, while always staying cautious of not being too over-reliant on it. But the potential is mind-blowing and it will play a significant role in this course.

Microlearning principles guide the structure, offering bite-sized lessons that prevent cognitive overload. Together, these strategies create an engaging and effective learning journey tailored to individual needs, fostering intrinsic motivation and skill application while supporting real-world language mastery.



Reflective Commentary

Neuroscience Insights

In developing this course, I drew heavily on insights from neuroscience, particularly those shared by Stella Collins in her webinar on dopamine-driven learning. Her discussion of how the brain's reward system impacts motivation directly influenced the design of gamified features such as coin-based progression, milestone celebrations, and optional challenges. As Collins (2020) explains, understanding the dopamine reward mechanism is crucial in gamification, as it not only enhances engagement but also creates a sense of accomplishment and encourage sustained engagement.

Reflecting on the neuroscience principles that shaped my project, I realised how gamification can not only entertain but also reinforce learning through intrinsic motivation (Collins, 2020). Stella Collins' emphasis on dopamine-driven learning helped me refine my approach to rewards and progress tracking, ensuring they align with cognitive engagement rather than extrinsic gimmicks. However, this experience also highlighted areas for growth, such as experimenting further with how to integrate spaced repetition or long-term memory triggers into future iterations of the course.

Top-down approach

In designing this course, I took a top-down approach to content mapping, starting with the big goals and breaking them down into specific objectives, activities, and assessments. This way, every piece of the course works together to help learners achieve real-world English proficiency. One of the great features is that learners can choose their difficulty level—easy, medium, or hard—at the start of each module. This flexibility allows everyone to find their own path. By keeping the big picture in mind, I ensured that each activity supports these goals while making learning enjoyable. This approach also helps prevent content overload by focusing on essential skills and keeping things relevant. Each activity is designed with specific learning outcomes in mind, so learners stay engaged and excited throughout their journey.



Reflective Commentary

Combining Bloom's taxonomy and CEFR

I combined Bloom's Taxonomy with CEFR to create a structured and dynamic learning progression. Bloom's Taxonomy offers a cognitive framework that guides learners from basic recall to more complex skills like application and analysis. By integrating both frameworks, I ensure that learners not only grasp the material but can apply it in real-life contexts, maximising learning transfer and communication skills.

This iterative model allows learners to revisit Bloom's stages within each module at increasing complexity. Beginners build core skills, intermediate learners strengthen practical usage, and advanced learners enhance nuanced communication, driving consistent engagement and effective language transfer.

Exclusion of CEFR levels A1 & C2

I chose to exclude CEFR levels A1 and C2 from the course's Easy, Medium, and Hard difficulty levels for specific reasons. A1-level learners, being absolute beginners, require intensive foundational instruction that the immersive structure of Level Up English: World Explorer may overwhelm them. By starting at A2, learners have a basic understanding of English, allowing them to engage meaningfully with the course's culturally rich scenarios and tasks. On the other hand, C2-level learners have advanced fluency and often need specialised content for further development. This course focuses on practical applications and cultural immersion rather than the complex material C2 learners require. By capping at C1, the course targets practical fluency and versatile language use. This strategic decision ensures the course remains engaging for A2 to C1 learners, maximising its impact while maintaining a structured, immersive learning environment that supports skill reinforcement through Bloom's Taxonomy.



Part 2

Micro design & development





Why animation?



Animation is a powerful tool for enhancing learner engagement and retention, particularly in online education. Contemporary animation styles, such as those created with Vyond, provide visually appealing, interactive, and immersive experiences, breaking down complex concepts into digestible visual content. This approach aligns with visual and auditory learning preferences, promoting stronger memory retention and comprehension. Through dynamic storytelling and relatable characters, animations offer a compelling way to connect learners with content emotionally and maintain their motivation across different modules (Dream Farm Studios, n.d.).

Animated narratives also create continuity, making content feel more cohesive and relatable throughout the course. By featuring consistent characters, animation enhances learner connection and promotes narrative-driven engagement. This aligns seamlessly with microlearning principles and gamified elements, offering flexible, visually captivating ways to engage learners while reducing cognitive load and maximising content retention.



Scope - Intro video

The Goal

The introduction video aims to captivate learners by showcasing Level Up English: World Explorer's gamified structure, guiding them through unique features and motivating their personalised learning journey.

Target Audience

The video is for ESL learners from A2 to C1 CEFR levels who want to enhance their English skills through an engaging, gamified approach. These learners may be geographically diverse, including individuals with different motivations, such as travel, work, or personal growth.

Topics

- Overview of the course structure
- Explanation of gamified elements
- Introduction to AI-driven interactivity and cultural immersion.
- Motivational insights into achieving real-world English mastery.

Learning outcomes

Understand Course Structure: Learners will grasp the modular framework, including the coin system, unlocking destinations, and progression through adaptive difficulty levels.

Recognise Learning Goals: Learners will connect gamified elements to improving vocabulary, fluency, grammar, and cultural knowledge in real-world contexts.

Navigate the Course: Learners will learn how to use the world map, access modules, engage with optional challenges, and benefit from toolkits and AI-driven interactivity.

Start the Journey: Learners will feel motivated to begin their adventure by exploring the course's unique features and unlocking the first module (Australia).



Wireframe

Hook

Main character introduces himself to engage learners with an exciting adventure, setting the tone for their journey through the course.

Objectives

Outline core learning outcomes, motivating learners by highlighting what they will gain (e.g., stronger conversations, cultural insights, grammar improvement).

Point 1 - Backpack

Introduce essential learning tools such as a phrasebook, grammar compass, and power-ups, explaining that these items (along with toolkits) will guide learners through the course.

Point 2 - Course and progression overview

Explain the progression model using the world map. Learners unlock new modules by earning coins through interactive activities. Highlight difficulty level selection (Easy, Medium, Hard) within modules.

Point 3 - AI-driven interactivity

Show how AI tools personalise the learning experience through dynamic end-of-module conversations, adaptive writing tasks, and real-time feedback that enhance practical applications for learners.

Reflection

Main character encourages learners to set their goals with reflective on-screen prompts in a setting that inspires and motivates, helping them visualise their journey and remain focused.

Next steps

Main character flips a coin to unlock Module 1: Australia, guiding learners where to start their journey on the interactive world map.



Intro

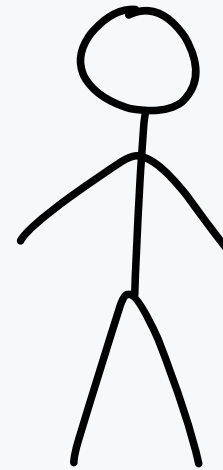
Screens 1-2

Theme: This hook captures attention with a visually dynamic globe and main character's enthusiastic introduction, sets the tone for an exciting journey. Campfire scene presents learning objectives in a fun, relaxed way

(Approx. 7 seconds)



Level Up English
World Explorer



Audio Narration:

Hey there, I'm Kev! I'll be your guide on this exciting English world journey

On-Screen Text:

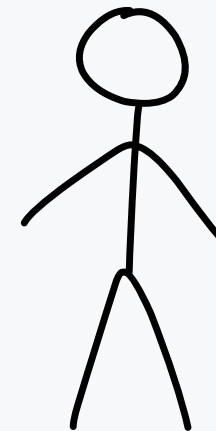
Level Up English: World Explorer

Animations/prompts/music:

Spinning globe, after Kev introduces himself with thumbs up, camera zooms in on globe. Soft guitar music starts.

(Approx. 15 seconds)

objective
objective
objective
objective



Audio Narration:

Let's take a look at what lies ahead. you'll master vocabulary, grammar, and fluency while exploring cultures. Learn at your pace with challenges and tools that adapt to your needs.

On-Screen Text:

Communicate confidently in real-world situations.
Develop language skills and explore cultures.
Progress at your own pace.
Apply language skills in context.

Animations/prompts/music

Kev sits by campfire, turns face to look at objectives that slide in while talking. Guitar music continues.

Storyboard



Core

Screens 3 & 4

Theme: Adventure preparation and adventure pathway, building excitement.

Storyboard

(Approx. 15 seconds)



item
item
item
item

Audio Narration:

This backpack has everything you'll need for your journey. Your Vocabulary Phrasebook helps you recall key words and phrases. The Grammar Compass keeps you on the right path with sentence structure. And your Powerups give you extra help when the road gets tough! And at the end of each module, you'll get a toolkit, packed with bonus materials!

On-Screen Text:

Backpack adventure essentials

Animations/prompts/music:

Backpack moves up and down with items floating out one by one with descriptions appearing beside them.

(Approx. 8 seconds)



Audio Narration:

To unlock new destinations, you'll need to earn coins by completing entertaining challenges. At the start of each module, you can choose your difficulty level. Pick the level that suits your confidence and skills.

On-Screen Text:

Access backpack

Select your difficulty level: Easy; Medium; Hard

Animations/prompts/music:

Kev slides up in corner to appear in front of the map. Hands points to backpack. A hand points to coin bank. Image of Australian map appears with 3 buttons for difficulty levels. Medium changes colour with sound effect.



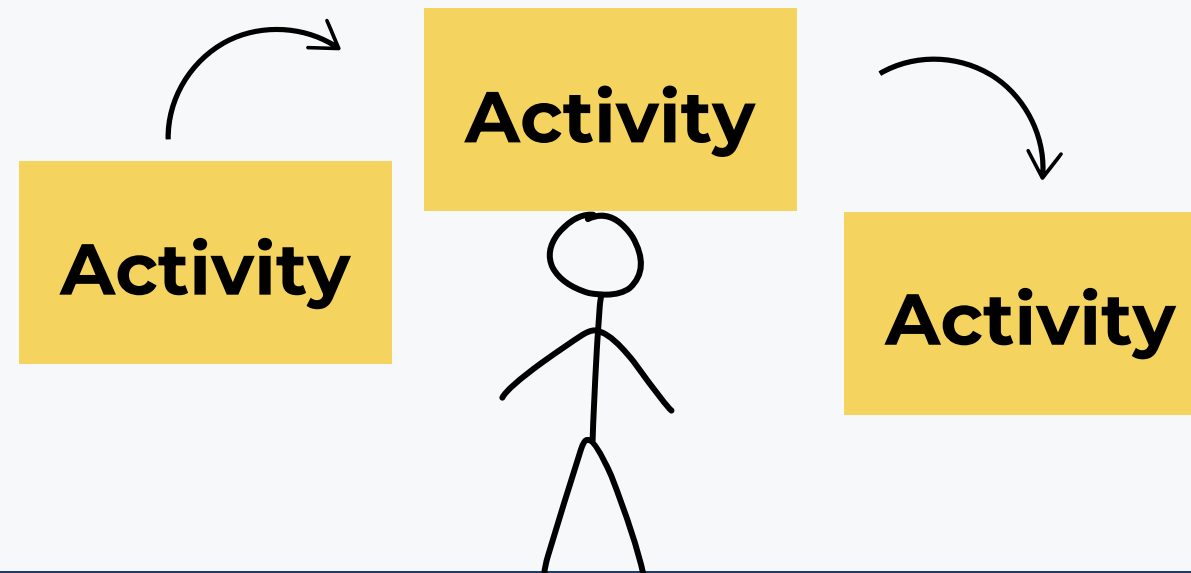
Core

Screens 5 & 6

Theme: Fun and engagement, unlock the adventure.

Storyboard

(Approx. 10 seconds)



Audio Narration:

Ready for some fun? Take on escape rooms, quiz shows, riddles, and much more! Each challenge gets you coins and sharpens your skills!

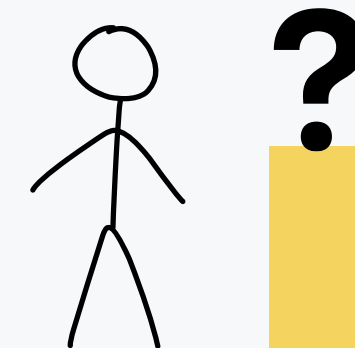
On-Screen Text:

Escape rooms; quiz shows, riddles, and much more!

Animations/prompts/music:

Video clips of activities float over Kev's head. Clapping hands appear at bottom of screen.

(Approx. 8 seconds)



Audio Narration:

Earn enough coins and you'll unlock a final mystery destination!

On-Screen Text:

No OST in this scene

Animations/prompts/music:

Camara zooms in on Kev standing next to podium with map and question mark.

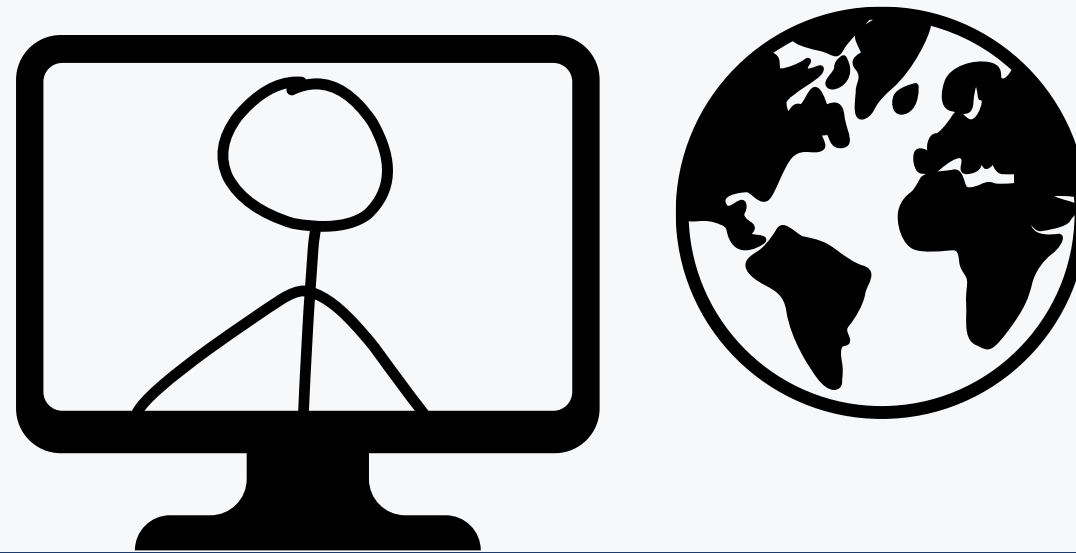


Core

Screens 7 & 8

Theme: Real-time practice and cultural connections.

(Approx. 10 seconds)



Audio Narration:

At the end of each module, you'll have a real-time conversation with an AI character from the country you explored. Practice speaking, build confidence, and apply what you've learned. Plus, personalised writing tasks provide instant feedback to sharpen your communication skills.

On-Screen Text:

Engage in cultural conversations

Animations/prompts/music:

Globe spins. Camara pans across to computer screen. Kev appears on the screen. The background of the screen shows images of each country as he talks. Kev looks at a tablet, camara zooms in on tablet.

(Approx. 10 seconds)



Audio Narration:

This is your team for the journey! Together, we'll explore new places and master English skills!

On-Screen Text:

Mick: What was your favourite part of the outback?
You: I loved the breathtaking landscapes.
Nice descriptive word!

Animations/prompts/music:

Mick, the guide from Australia, stands in front of a real-life image of the out back with a tree texting on a phone. Text appears in a box. A hand slides up texting on a phone representing response from learner. A coin with a message pops in and descriptive word highlighted in text box. Coin sound effect.

Storyboard

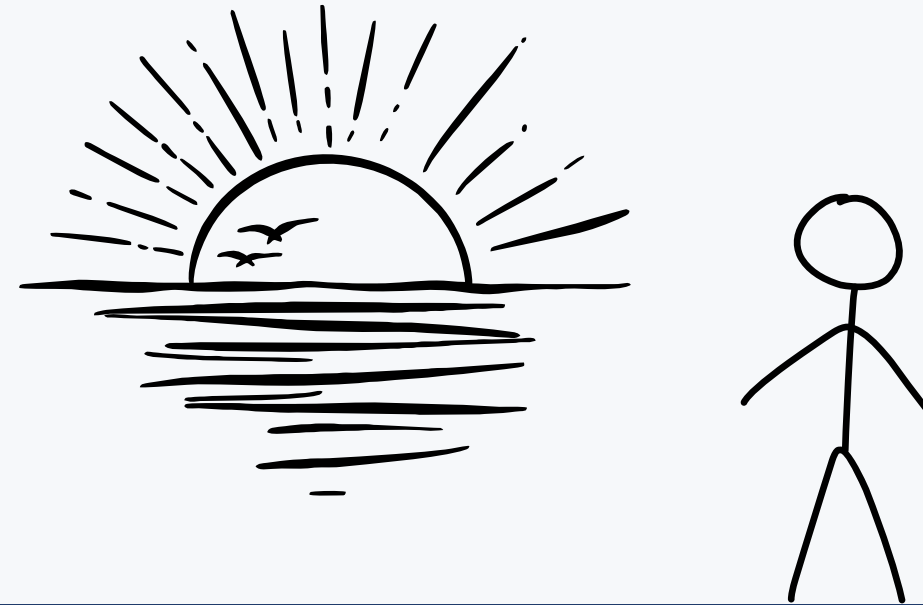


Outro

Screens 9 & 10

Theme: Reflection on goals for course and starting the journey.

(Approx. 12 seconds)



Audio Narration:

Take a moment to reflect. What are your goals for this course? Think about how you'll use your skills in the real world.

On-Screen Text:

Growth; confidence; mastery: connections; possibilities; discovery

Animations/prompts/music:

Kev appears in front of a sunset. Kev has a pondering expression. Camara slowly zooms past Kev and into the distance. OST moves with the clouds. Reflective music plays.

(Approx. 8 seconds)



Audio Narration:

And here's a head start! This coin unlocks your first destination—Australia. Let's dive in and begin your adventure! Good luck.

On-Screen Text:

Australia unlocked

Animations/prompts/music:

Kev flips a coin. Camara zooms in on Australia with coin lock disappearing. A stamp pulls back to reveal Australia unlocked. Guitar music starts playing again.

Storyboard



Principles

Mayer's multimedia principles

- Signaling Principle: Key information is highlighted through visual cues and on-screen text, directing learners' attention to important content, such as the objectives, the interactive map and the coin system.
- Segmenting Principle: The video is short (less than 2 minutes) to cater for short attention spans. Also, each section is clearly divided into clear, manageable chunks, allowing learners to process information.
- Personalisation Principle: The friendly tone of Kev (the main character) creates an approachable, conversational atmosphere, making the learning experience more engaging.
- Managing Cognitive Overload: Information is presented in short bursts with a mix of visuals, OST, and narration, avoiding overwhelming learners with too much information at once, for example, the learning objectives OST is succinct for learners to process easily in conjunction with the narration.

Gagne's events of instruction

The video adheres to Gagné's instructional model by:

- Hooking the learner's attention with an engaging introduction featuring the main character and a spinning globe.
- Outlining objectives clearly near the start, ensuring the learner knows what they will accomplish.
- Presenting the content in manageable segments, focusing on key tools, course structure, and activities.
- Next steps are provided through clear guidance on unlocking modules, using toolkits, and engaging in AI-driven interactivity. The final scene unlocks Australia (module 1) and gives a clear place for the learner to begin.

C.R.A.P model

- Contrast: I used a strategic colour palette to draw attention to key points and bright colours to build excitement for gamified elements. Main headings use a distinct font and font size to emphasise their importance.
- Repetition: Consistent use of colours, fonts, icons such as coins and the world map reinforces the course's adventure theme and learning objectives. The main character is present throughout to give the feel of a guide.
- Alignment: All elements, including text and visuals, are carefully aligned to create a clean, professional look, ensuring information is easily digestible.
- Proximity: Related elements, such as items in the backpack and the level select, are placed closely together to help learners make connections.



Level Up English

World Explorer



Reflective Commentary

The development process

I thoroughly enjoyed this part of the project as it allowed me to dive into various tools and techniques to spark and enhance my creativity. One of the most valuable insights I gained was how animation, when used thoughtfully and aligned with instructional design principles, can significantly elevate the impact of eLearning. Videos are a cornerstone of the final product for Level Up English: World Explorer, so this section was particularly vital in ensuring that the learning videos are not only engaging but also as effective as possible.

Exploring animation tools like Vyond helped me see the incredible potential of visuals to capture attention, simplify complex concepts, and create emotional connections with learners. I learned that animation is not just about aesthetics—it's about purpose. I could ensure that each video segment contributes meaningfully to the learner's experience by adhering to key principles such as Mayer's Multimedia Principles. Avoiding common pitfalls, such as cognitive overload or unnecessary visual distractions, became a focus of my work. Animation in this context isn't about showing off; it's about making learning smoother, more engaging, and accessible to all.

Another aspect I found rewarding was crafting the wireframe and storyboard for the introductory video. This process taught me the importance of visualising the learner's journey and how each scene, transition, and feature works together to create a cohesive narrative. For example, integrating gamified elements like coin-based progression or the world map into the video was not just about explaining mechanics but also about immersing learners in the adventure theme of the course.

Reflecting on the challenges, I found it particularly interesting to streamline the video to below a two-minute runtime. Balancing clarity and brevity while showcasing the core features of the course required careful prioritisation. Omitting less essential elements, such as the 'Meet Your Team' scene, allowed me to focus on what truly adds value for learners motivation, orientation, and excitement about the journey ahead. I had to be ruthless with cutting out parts of the video, even that I liked, but ultimately determined that they were not absolutely essential and keeping in line with a bite-sized intro video less than 2 minutes aligning with my microlearning course design, they had to go.

Overall, this part of the project helped me refine my approach to eLearning video design, ensuring that every element serves a clear purpose. These skills will undoubtedly benefit the final delivery of Level Up English: World Explorer, where animation will be prevalent, and any future projects I undertake.



Part 3

Implementation & evaluation





Implementation

Overview

The implementation phase of Level Up English: World Explorer focuses on delivering a seamless, engaging, and effective learning experience that aligns with the foundational goals and learning outcomes of the course. This phase is informed by the diverse needs of my learner personas—Sofia, Yousef, and Hana—ensuring that design decisions reflect their unique preferences, challenges, and motivations.

The course aims to provide an enjoyable, immersive, gamified language learning experience within an asynchronous digital format that builds confidence in real-world English proficiency. The selected LMS must support SCORM integration, tracking of coin-based progression, mobile accessibility, communication tools for personalised engagement, and compatibility with AI-driven tools. By leveraging these functionalities, the course will effectively motivate learners and facilitate their journey toward achieving language proficiency.

I did my due diligence when searching for suitable platforms. I explored various options, including Brightspace, Thinkific, Moodle, and many more. I was able to discount several platforms that did not tick the necessary boxes. Once I refined my choices to a select few, a clear frontrunner emerged....



Learning platform

TalentLMS

TalentLMS is a cloud-based learning management system (LMS) designed for creating engaging and dynamic e-learning experiences, making it an ideal fit for this innovative course. TalentLMS offers a broad range of features that align perfectly with the course's focus on gamification, microlearning, and AI-enhanced activities. TalentLMS offers scalability and cost-effectiveness, providing competitive pricing while ensuring the necessary tools for implementing gamified features and adaptive learning paths. The user-friendly interface enhances accessibility across devices, while built-in data analytics deliver insights into learner progress and engagement. Additionally, the platform allows for custom branding, ensuring alignment with the course's visual identity. TalentLMS supports the vision of delivering an immersive language learning experience. (Mention learner personas)

Key Functionalities Relevant to the Course Design

- **SCORM Compatibility:** TalentLMS allows for seamless integration of SCORM-compliant content exported from Articulate Storyline, enabling interactive modules, branching scenarios, and gamified quizzes to function without disruption. This ensures that the course's dynamic elements, including multimedia and complex branching logic, operate effectively.
- TalentLMS allows for the tracking and accumulation of values from completed SCORM packages, enabling a seamless transition of coin-based progression between modules. This integration enhances learner motivation and engagement through continuous feedback and recognition of personal progress.



Learning platform

Key Functionalities Relevant to the Course Design (continued)

- Flexible Content Delivery: TalentLMS accommodates various media formats, from videos to interactive simulations, making it easy to deploy animated video introductions created in Vyond and modules featuring real-time chatbot interactions.
- TalentLMS supports customisable learning paths, allowing learners to progress through modules at their preferred difficulty levels (Easy, Medium, Hard). Integrated Power-Ups enhance this experience by providing tailored support within SCORM modules. Each learner starts with three Power-Ups that unlock helpful resources, such as simplified instructions or hints. This functionality keeps learners motivated and engaged while tracking their progress seamlessly across modules.
- Integrated Communication and AI Tools: TalentLMS supports the embedding of iframes and APIs, enabling seamless integration of AI-driven tools to enhance interactivity and skill development. This functionality allows the incorporation of writing chatbots within SCORM modules, providing learners with real-time feedback on grammar and sentence construction tasks. Learners receive adaptive hints and personalised support, building their confidence in written communication.
- TalentLMS facilitates end-of-module speaking tasks through embedded AI chatbots, offering instant feedback on pronunciation, fluency, and vocabulary use. These tools simulate authentic conversations, immersing learners in culturally rich scenarios without requiring live classes with human instructors.



Staffing & resources

The successful rollout of Level Up English: World Explorer on TalentLMS hinges on careful planning and the efficient use of available resources. As the sole designer and developer of this project, I undertake multiple roles, from instructional design to technical development, ensuring every aspect aligns with the course’s vision. Key resources include licenses for Articulate Storyline, Vyond, TalentLMS, and chatbot integration tools.

Below is an outline of the essential roles and responsibilities required for the successful rollout. While these roles are typically handled by a team, I will manage them independently, ensuring seamless coordination and execution across all areas.

Position	Role	Key responsibilities
Project manager	Oversee the overall project timeline, coordinate between different teams (e.g., instructional designers, LMS administrators, technical staff), and ensure that milestones are met.	Planning and managing deadlines, communicating progress, and identifying any risks during implementation.
Instructional designer	Create, curate, and update content for the course modules, aligning with CEFR standards and integrating learning theories.	Developing interactive learning materials in Articulate Storyline, designing engaging activities, mapping learning outcomes, and collaborating with animation specialists.
LMS Administrator	Manage TalentLMS platform configurations, user roles, data analytics, and integration of SCORM content.	Platform maintenance, troubleshooting, managing user access, setting up learning paths, configuring gamification elements, and embedding AI tools and chatbots.

 Staffing & resources	Position	Role	Key responsibilities
	Content Developers and Media Specialists	Ensure high-quality multimedia content (e.g., Vyond animations, videos, voiceovers) and interactive elements.	Creation and editing of video materials, character animations, audio content, and gamified elements such as quizzes and branching scenarios.
	AI and Technical Support Specialists	Implement AI chatbots for speaking activities and integrate Speechmatics or other speech recognition APIs for pronunciation and fluency feedback.	Customising AI chatbots, developing conversation scripts, ensuring compatibility with the TalentLMS platform, and maintaining chatbot functionality.
	Marketing and Communication Staff	Promote the course through marketing campaigns, manage user onboarding, and provide customer support.	Designing marketing strategies, facilitating learner onboarding, managing communication channels, and addressing user queries.
	User Support Team	Provide first-line support for learners encountering issues or needing assistance.	Managing helpdesk queries, addressing login or navigation issues, and guiding learners through course features.



Launch plan

Soft Launch (4 weeks)

During the soft launch phase, lasting four weeks, user testing (UXDL testing) will be essential for ensuring the course meets learners' needs. A small group of representative learners will assess accessibility, usability, and overall design while navigating the course. This phase will evaluate key elements like gamified features, nudging mechanisms, and AI chatbots to enhance engagement and comprehension. Feedback will identify areas for improvement, guiding adjustments to content and features before the final rollout.

Training & support

As the sole developer, I will manage all roles, streamlining decision-making and ensuring a cohesive course vision. My training includes mastering TalentLMS to integrate SCORM content, AI tools, and gamified features. With expertise in Vyond and Articulate Storyline, I can adapt quickly to challenges. Learners will receive onboarding support through video guides, FAQs, and instructions. Automated nudging mechanisms, like milestone celebrations, will maintain engagement, while analytics and feedback monitoring ensure a smooth rollout, proactive issue resolution, and an engaging experience for all participants.

Final rollout (6-8 weeks)

The final rollout marks the official launch of the course to the full target audience. Learners gain access to all modules, interactive activities, and AI-driven tools. Engagement is harnessed through gamified features and personalised nudging mechanisms, including reminders, milestone celebrations, and follow-ups to support learners during the rollout.

The rollout will span 6–8 weeks to ensure a seamless experience:

- Week 1–2: Monitor initial engagement, address learner questions, and resolve technical issues.
- Week 3–4: Analyse learner progress and module completion rates using TalentLMS analytics and adjust where necessary to optimise the experience.
- Week 5–6: Send targeted nudges and follow-ups based on activity patterns to sustain engagement and address gaps.
- Week 7–8: Collect learner feedback through surveys and evaluate outcomes against learning objectives.

Post-launch analytics will continue to guide future enhancements, ensuring the course remains dynamic, engaging, and impactful.



Rollout plan

Step 1: Analysis of holistic requirements

Review course objectives, learner personas, and platform needs to finalise the learning pathways and technical setup. Ensure all SCORM modules, AI integrations, and gamified elements align with the course design.

Step 2: Customisation

Personalise TalentLMS with branding, themes, and navigation tailored to the course's adventure-driven narrative. Configure learner roles, user dashboards, and administrative access. Configure progress tracking features (e.g., coin-based progression and difficulty levels).

Step 3: Domain access settings

Set up domain configurations, including user registration processes and secure access protocols. Ensure a smooth onboarding experience for learners with clear login instructions.

Step 4: Learning marketing plan

Launch pre-rollout marketing campaigns using AdCreative.ai, focusing on teaser videos and targeted social media posts. Integrate onboarding emails and reminders to guide learners through course registration.

Step 5: Content Upload and Adjustments

Populate TalentLMS with SCORM-compliant course content, including multimedia, gamified quizzes, AI-driven dialogues, and branching scenarios. Ensure smooth integration of interactive elements while maintaining consistency with mapped learning outcomes and CEFR levels, and adjust for mobile compatibility.

Step 6: Technical Setup and Initial Testing

Test the integration of SCORM packages, AI chatbots, and nudging mechanisms. Ensure all gamified elements, such as Power-Ups and optional challenges, function as designed.



Rollout plan

Step 7: User testing (UXDL testing)

Conduct UXDL testing with a small group of representative learners to assess usability, accessibility, and engagement. Use learner feedback to identify and address pain points, focusing on cognitive load, navigation ease, and gamification impact.

Step 8: Soft launch

Roll out the refined course to a larger test audience, including diverse personas. Analyse engagement data through TalentLMS analytics and refine content or features as necessary.

Step 9: Training and support preparation

Self-train on all platform functionalities and finalise onboarding toolkits. Develop FAQs, walkthroughs, and automated support tools for learners.

Step 10: Launch

Launch the course to the full learner base. Set up analytics dashboards to monitor module completion, learner progress, and engagement trends. Implement post-launch evaluations to collect feedback for ongoing improvements.

Engagement Strategy

This engagement strategy combines visual appeal, gamification, and personalised support to keep learners motivated and actively participating. By capturing interest and building excitement through animated videos, interactive challenges, and gamified elements, the strategy creates a dynamic and enjoyable learning experience. Personalised nudging mechanisms, such as milestone celebrations and reminders, help learners like Hana stay focused and engaged despite attention challenges. These tailored tactics ensure learners remain supported, aligned with their individual needs and motivations, driving consistent progress throughout the course rollout.

Tactic	Description	Rationale
Pre-Rollout Engagement with AdCreative.ai	Use AdCreative.ai to design targeted ad campaigns which will generate interest and attract learners. These will include teaser videos, social media posts, and call-to-action ads that showcase the course’s gamified, flexible design. By leveraging AI-driven insights, the platform enables the creation of high-quality, visually appealing marketing materials optimised for engagement across multiple platforms. This ensures that campaigns are professional, compelling, and aligned with the course’s core themes of adventure and practical language learning.	The rationale for choosing AdCreative.ai lies in its cost-effectiveness, ease of use, and ability to streamline marketing efforts. As a sole developer managing multiple roles, this tool allows me to maximise efficiency without compromising on quality. Its AI-powered analytics ensure that campaigns resonate with the target audience, including learners with diverse motivations such as work, travel, or personal growth. By capturing attention early and generating excitement, this approach lays the foundation for strong learner engagement even before the course officially launches.
Bite-size animated teaser videos	Develop a series of short, animated teaser videos using Vyond to introduce key features of the course, showcase its interactive and gamified elements, and highlight success stories from learners. An early teaser will be the animated character, Mick, from the Australia module asking the learners to try his module for free before deciding to purchase the course with a call to action.	Animated videos are a visually engaging medium that quickly captures attention and builds anticipation. By using teasers, potential learners are more likely to become curious about the course’s unique offerings. This approach also creates emotional connections, making learners eager to start exploring.

Engagement Strategy

Tactic	Description	Rationale
Gamification-Based Challenges and Incentives	Gamification introduces challenges and incentives, such as earning coins, unlocking modules, and completing optional activities like escape rooms and quizzes. These elements create a dynamic, goal-oriented learning environment, making progress tangible and rewarding.	Gamification taps into intrinsic motivation by providing clear goals, rewards, and a sense of achievement. This approach aligns with the course’s design principles, helping learners like Yousef balance skill-building with engagement and forming a positive first impression that drives sustained participation.
Personalised Onboarding Sessions	Deliver onboarding sessions through recorded walkthroughs and live Q&A options, guiding learners through TalentLMS features, navigation tips, and key course highlights.	Personalised onboarding ensures learners feel supported from the start, reduces friction in accessing content, and builds confidence in navigating the platform’s tools and resources.
Timeline support and nudging mechanisms	- Reminder Notifications: Sent after periods of inactivity, encouraging learners to return to the course. - Milestone Celebrations: Congratulatory messages upon module completion to motivate further progress. - Challenge Recommendations: Prompts suggesting optional challenges or sections based on learner activity and preferences. - Personalised Follow-Ups: Custom communication nudges tailored to the learner’s progress (e.g., ‘You’re halfway there! Keep going!’).	To ensure learners remain engaged and progress steadily through the course, automated nudging mechanisms will be implemented in the LMS during the rollout phase. These mechanisms include:

Engagement Strategy

Tactic	Description	Rationale
Email and In-App Notifications for Milestones and Updates	Send regular email and in-app notifications to highlight learner milestones, announce new content, and remind learners of upcoming activities or rewards.	Timely reminders and milestone recognition provide consistent encouragement, maintaining momentum and helping learners stay on track with their learning goals.
Post-Launch Check-Ins and Surveys	Conduct post-launch check-ins through surveys, quick polls, or feedback forms to gather insights about the initial learner experience and offer tailored support based on responses.	Engaging learners through feedback demonstrates a commitment to their success, encourages reflection, and allows for continuous improvement of the learning experience based on their needs.



Evaluation plan

Overview

The evaluation of Level Up English: World Explorer employs a hybrid approach combining goal-based, process-based, and outcome-based evaluation models to ensure a comprehensive analysis of the course's effectiveness, usability, and impact. By aligning Kirkpatrick's Four Levels of Evaluation with UXDL (User Experience Design for Learning) and UDL (Universal Design for Learning) principles, the plan ensures accessibility, engagement, and practical skill development for diverse learners. TalentLMS analytics and integrated tools like Veracity LRS support this multi-faceted evaluation strategy by providing actionable insights at each stage.

Evaluation models in focus

Goal-based evaluation:

Assess how well the course meets its intended outcomes, such as vocabulary improvement, cultural awareness, and progression within CEFR levels.

Process-based evaluation:

Assess each phase of the ADDIE model, focusing on strengths, challenges, and areas for improvement. As a solo designer, self-reflection is key to ensuring continuous refinement.

- Analysis: Review the accuracy of learner personas and alignment of the needs analysis with course objectives. Identify missed opportunities to better address learner motivations or challenges.
- Design: Evaluate wireframes, storyboards, and content mapping for clarity and alignment with outcomes. Reflect on how gamified elements and external tools (e.g., Vyond) supported the course vision.
- Development: Assess time management, communication, and material quality during SCORM-compliant module creation. Identify and address technical challenges to improve workflows.
- Implementation: Review the rollout plan, including timeline adherence, nudging mechanisms, and integrations (e.g., TalentLMS, Veracity LRS). Gather feedback from the soft launch to guide final refinements.
- By systematically evaluating each phase, this approach ensures a robust and iterative process, refining both the course design and development for future iterations.



Evaluation plan

Evaluation models in focus (continued)

Outcome-based evaluation:

Track progress toward language mastery, practical skill application, and learner satisfaction, focusing on measurable results within the course structure.

Kirkpatrick’s levels of evaluation

The evaluation strategy for Level Up English: World Explorer follows Kirkpatrick’s four levels of evaluation, ensuring a comprehensive approach to assessing the course’s impact. By combining this framework with the plan down, implement up methodology, the evaluation process starts with defining long-term goals and works backward to align behaviors, learning outcomes, and learner engagement. This ensures that every course element contributes meaningfully to the desired outcomes, while implementation begins with learner engagement and builds upward to achieve those overarching goals. The following table outlines how each level is applied to the course, demonstrating its alignment with the plan down, implement up approach.



Evaluation plan

Level	Application in course	Plan down	Implement up
Level 4: Results	Real-world application of English in professional, travel, or social scenarios.	Define desired learner outcomes in real-life contexts (e.g., fluency, cultural competence).	Use proxies like module completion rates, challenge engagement, and reflections; plan follow-up surveys for future iterations.
Level 3: Behaviour	Improved conversational fluency, cultural understanding, and confidence in applying skills.	Identify which behaviors indicate learners are applying skills in practical settings (e.g., scenario-based tasks).	Reinforce behavior through interactive activities like branching scenarios, toolkits, and chatbots.
Level 2: Learning	Knowledge acquisition in vocabulary, grammar, and cultural context through structured modules.	Specify the learning outcomes that must be mastered to support behavior change (e.g., quiz results, skill mastery).	Use analytics from TalentLMS and Veracity LRS to assess knowledge gains and areas for refinement.
Level 1: Reaction	Engagement and motivation through gamified elements, cultural immersion, and feedback loops.	Design experiences that captivate learners from the start, ensuring they value the course (e.g., intro video).	Collect immediate feedback through post-module surveys and nudging mechanisms to refine learner experience.



Evaluation plan

Integrating UX and UDL principles

The plan incorporates UXDL evaluations, focusing on usability, accessibility, and learner satisfaction using the Honeycomb Model. UDL principles ensure that the course provides multiple means of engagement, representation, and action to accommodate diverse learning needs.

Integrating UX and UDL principles

TalentLMS analytics and Veracity LRS enable tracking of module completion, quiz performance, and chatbot interactions. These tools provide detailed insights into learner engagement, helping to refine course design and maximize effectiveness.

Multiple formats

To support Universal Design for Learning (UDL) principles, the course incorporates multiple accessibility features. The downloadable digital toolkits will be offered in various formats, such as PDFs and interactive eBooks, ensuring compatibility across devices and learning preferences. Additionally, all video content will include optional closed captions that can be toggled on or off, catering to learners who benefit from visual reinforcement or require hearing accessibility. These features enhance inclusivity, ensuring all learners can engage with the course content effectively.



Enhancing UX Through the Honeycomb Model



Welcome to the User Experience (UX) Evaluation for Level Up English: World Explorer, guided by the seven principles of Peter Morville's Honeycomb Model. These seven principles—as shown in the honeycomb graphic—ensure the course provides a high-quality, learner-focused experience.

When a principle is selected from the honeycomb graphic, it will reveal:

- How the principle is applied to the course, with examples from its design and functionality.
- A practical checklist to evaluate and refine the course based on that principle.

This model highlights how the course meets and exceeds expectations for accessibility, engagement, and effectiveness. Click on any principle to explore its role in creating an intuitive and impactful learning environment!





Enhancing UX Through the Honeycomb Model

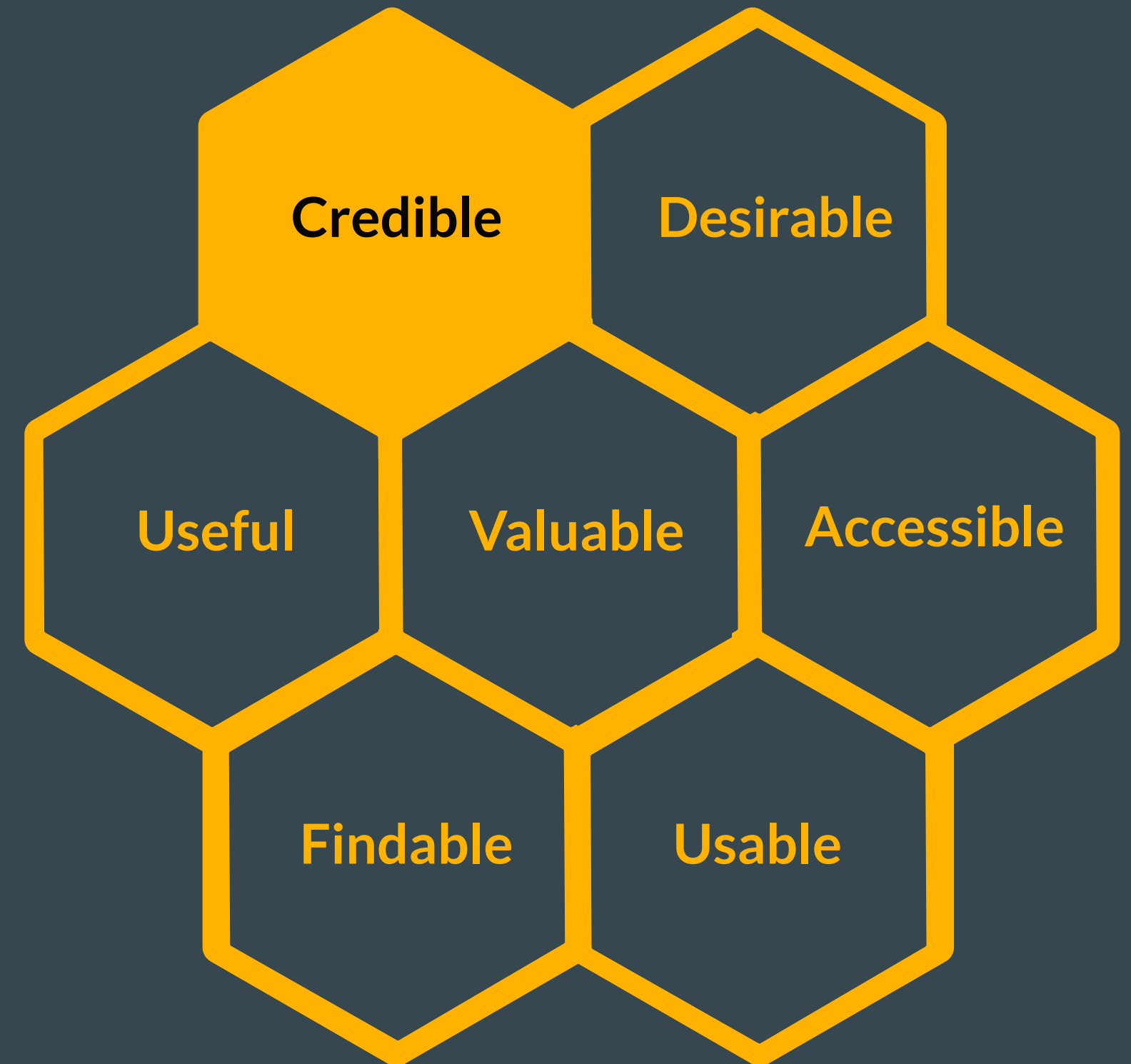


How credible is applied:

- The course reflects authentic cultural and linguistic insights, ensuring learners trust the content.
- Designed by an educator with 9+ years of ESL teaching experience, the course leverages proven methods to enhance learner outcomes.
- AI chatbots simulate realistic conversations, reinforcing the trustworthiness of language scenarios.

Credible checklist:

- ✓ Are cultural and linguistic elements accurate and relatable?
- ✓ Do AI interactions simulate realistic and professional communication?
- ✓ Does the course content inspire trust in its design and quality?





Enhancing UX Through the Honeycomb Model



How desirable is applied:

- Gamified elements like coins, unlockable modules, and optional challenges create an exciting learning journey.
- Animations and multimedia storytelling enhance visual appeal and emotional engagement.
- The course integrates vibrant graphics and interactive activities that sustain motivation.

Desirable checklist:

- ✓ Are the visuals and animations engaging without being distracting?
- ✓ Do gamified features motivate learners to progress through the course?
- ✓ Is the design appealing for diverse learner preferences?





Enhancing UX Through the Honeycomb Model

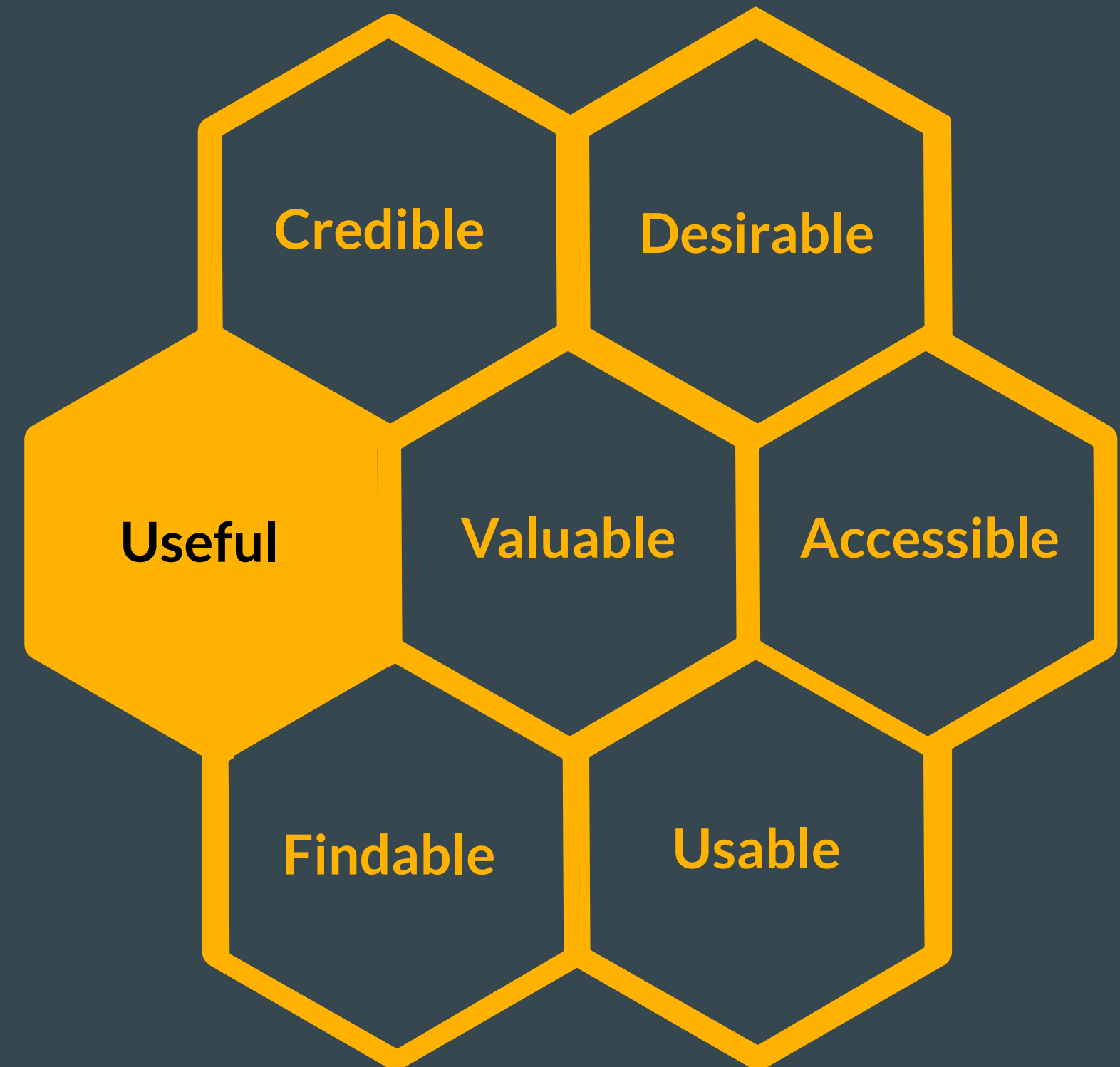


How useful is applied:

- The course aligns with CEFR proficiency levels, addressing practical language needs at each stage.
- Branching scenarios and AI-driven conversations prepare learners for real-world application.
- Each module includes meaningful practice opportunities, such as writing tasks and speaking activities.

Useful checklist:

- ✓ Does the course meet its stated learning outcomes?
- ✓ Do activities prepare learners for real-world language use?
- ✓ Are the modules structured to address different skill levels effectively?





Enhancing UX Through the Honeycomb Model

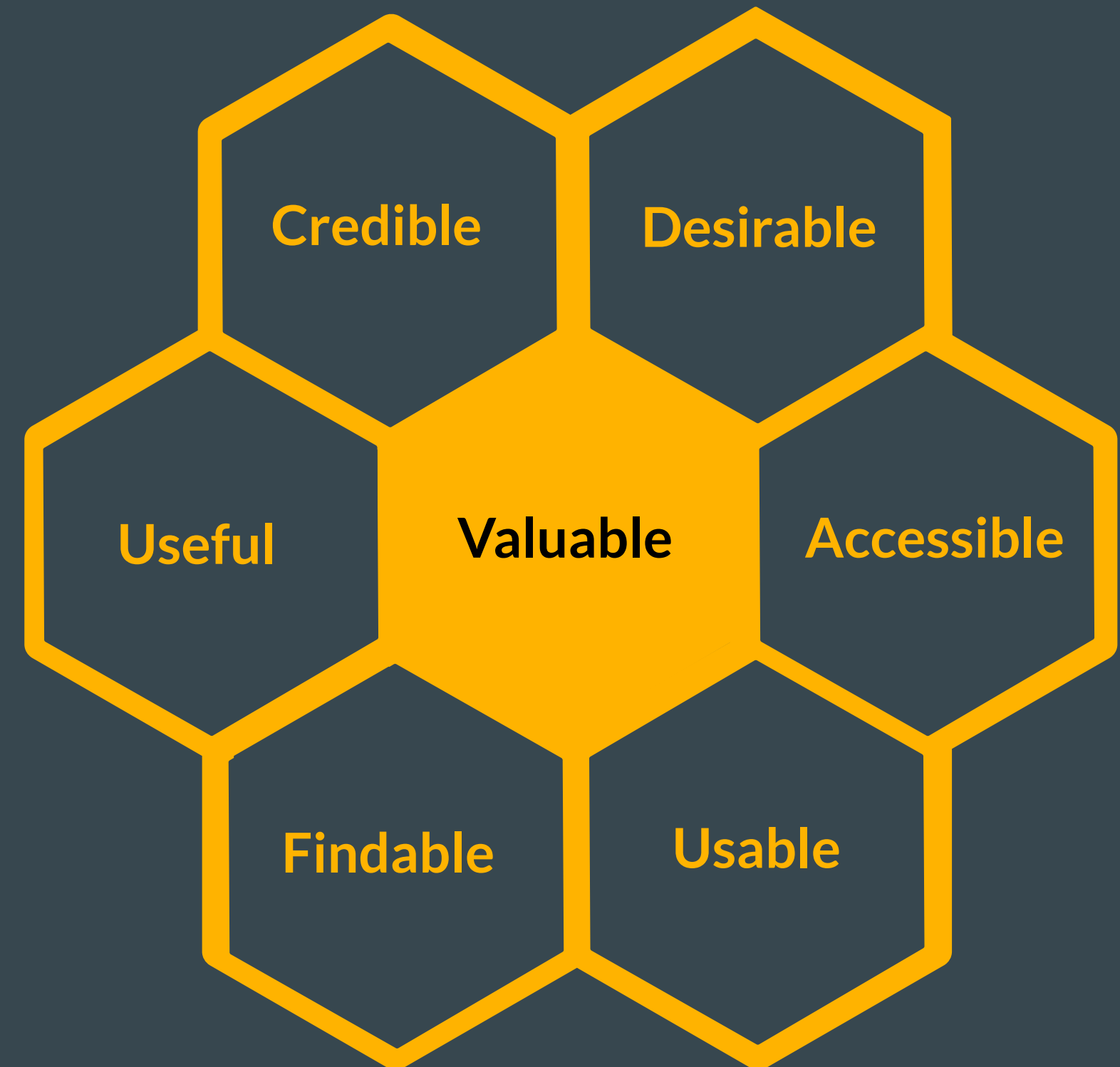


How valuable is applied:

- Learners achieve tangible skills, such as improved fluency and cultural competence, aligned with their personal and professional goals.
- The gamified progression system reinforces a sense of achievement and meaningful progress.
- AI-driven tools provide instant feedback, increasing the value of interactive exercises.

Valuable checklist:

- ✓ Do learners feel they are gaining practical, transferable skills?
- ✓ Are gamified rewards meaningful and motivating?
- ✓ Does the course content address learner needs for personal or professional growth?





Enhancing UX Through the Honeycomb Model



How accessible is applied:

- TalentLMS supports features like adjustable text sizes, high-contrast themes, and mobile compatibility.
- All multimedia content is designed to be inclusive, including captions for videos and easy-to-read fonts.
- The platform integrates seamlessly with assistive technologies for diverse learner needs.

Accessible checklist:

- ✓ Are all course features WCAG-compliant?
- ✓ Can learners customise accessibility settings (e.g., text size, contrast)?
- ✓ Are multimedia elements, such as videos and animations, fully accessible?





Enhancing UX Through the Honeycomb Model



How findable is applied:

- The intuitive navigation system ensures learners can easily locate modules, toolkits, and progress tracking.
- Each section of a module is clearly labeled and sequenced for easy access.
- Nudging mechanisms help learners rediscover unfinished modules or sections.

Findable checklist:

- ✓ Can learners locate specific modules or toolkits without difficulty?
- ✓ Are progress and navigation paths clearly displayed?
- ✓ Do notifications or reminders help guide learners back to the course?





Enhancing UX Through the Honeycomb Model



How usable is applied:

- Modules are structured for logical progression, minimising cognitive overload.
- Nudging mechanisms ensure learners return seamlessly after inactivity.
- Simplified navigation and clear labels guide learners effortlessly.

Usable checklist:

- ✓ Is the interface free of unnecessary complexity?
- ✓ Can learners easily resume progress from where they left off?
- ✓ Are all buttons and navigation labels intuitive?





UDL Evaluation

Platform Analytics

TalentLMS serves as the foundation for tracking learner progress, engagement rates, and completion metrics. Its built-in analytics offer real-time data on module completion, course activity, and performance trends. These insights allow for targeted improvements in course delivery and learner support, ensuring alignment with UDL principles of engagement and action.

Advanced Data Tracking with Veracity LRS

To deepen data analysis, Veracity LRS will capture xAPI data from SCORM exports generated by Articulate Storyline. This enables granular tracking of learner interactions, such as time spent on activities, branching scenario choices, and quiz performance. The data offers actionable insights into learner behaviour, identifying patterns that inform content adjustments and support interventions. For example, identifying modules where learners struggle may lead to additional scaffolding or tailored nudges to guide them through challenging content.

Streamlining with Zapier

Zapier will automate workflows, reducing administrative overhead and enhancing data efficiency. Integration examples include:

- Automated Communications: Sending nudging reminders for inactive learners and congratulatory messages for milestone completions.



UDL Evaluation

Streamlining with Zapier (continued)

- Feedback Integration: Collecting and syncing post-module survey data into Veracity LRS for a unified view of learner engagement and satisfaction.
- Data Synchronisation: Ensuring seamless interoperability between TalentLMS, Veracity LRS, and other applications, facilitating consistent and accurate tracking.

Learner-centered design and continuous improvement

The integration of these tools ensures a learner-centric approach that aligns with UDL principles by:

- Providing multiple means of engagement through targeted nudges based on activity patterns.
- Offering actionable feedback and personalised insights for learners, enhancing motivation and progress.
- Supporting iterative course improvements through data-driven insights, ensuring content remains relevant and accessible for diverse learners.

Future opportunities

As the course evolves, further leveraging Veracity LRS for predictive analytics and exploring additional Zapier automations could refine learner support mechanisms. These enhancements will further align the course with UDL's emphasis on adaptability and inclusivity.



Learning analytics

This table outlines the key metrics tracked through TalentLMS and integrated tools, their purpose in evaluating learner engagement and performance, and the actionable insights they provide to refine the course experience:

Metric tracked	Tool used	Purpose	Expected insights	Kirkpatrick level
Module Completion Rates	TalentLMS Analytics	Track learner progress through modules and identify drop-off points.	Identify challenging sections or activities causing disengagement and refine them for smoother progression.	Reaction (1)
Quiz Performance	SCORM Reports in TalentLMS	Measure vocabulary, grammar, and cultural knowledge acquisition.	Pinpoint areas where learners struggle most to guide content improvement or additional support tools.	Learning (2)
Chatbot Interactions	AI Analytics (e.g., Veracity)	Evaluate engagement with AI-driven conversations and their impact on speaking fluency.	Determine if learners are effectively applying language skills in simulated real-world contexts.	Learning (2)/ Behaviour (3)
Engagement with Challenges	TalentLMS Analytics	Monitor participation in optional challenges like escape rooms and riddles.	Assess the motivational impact of gamified elements and refine challenges for better engagement.	Reaction (1)
Usage of Power-Ups	SCORM Integration	Track how often learners use power-ups during modules.	Understand whether learners need additional scaffolding or if task difficulty needs adjustment.	Reaction (1)
Interaction Times	TalentLMS Analytics	Measure time spent on modules, sections, and interactive activities.	Identify areas where learners spend excessive or insufficient time, indicating potential confusion or disengagement.	Reaction (1)
Feedback Survey Responses	TalentLMS Survey Tool	Collect qualitative feedback on learner satisfaction, usability, and content relevance.	Gauge overall course effectiveness and inform iterative updates to better align with learner needs.	Reaction (1)



Reflective Commentary

Implementation

I approached the implementation phase with a clear vision but was also prepared to adapt based on practical challenges. Acting as the sole developer required me to take on multiple roles, from instructional designer to technical developer and marketing strategist. This multitasking streamlined decision-making but also demanded careful prioritisation to ensure quality across all aspects of the course.

The rollout plan was particularly rewarding to design. I explored the functionality of TalentLMS and the potential of integrating tools like Veracity LRS and Zapier, which will significantly enhance the course's technical foundation. For example, automated nudging mechanisms like reminders and milestone celebrations are not only engaging but also manageable within my workflow as a solo developer. However, the implementation of AI chatbots for speaking and writing activities will require extensive planning to ensure they align with learning outcomes and deliver meaningful feedback.

The marketing strategy, particularly the integration of AdCreative.ai, was another highlight. After an in-depth exploration, I know it will allow me to efficiently create engaging promotional materials, freeing up time to focus on the core content. I've learned the importance of balancing creative design with logistical considerations, and I plan to monitor learner engagement closely during the soft launch to refine these strategies further.

Despite the anticipated successes, the upcoming implementation phase is expected to present challenges. Testing SCORM packages for seamless integration across different devices will require troubleshooting, as will ensuring that the gamified elements transition smoothly between modules. As I prepare for this phase, I recognise the importance of dedicating more time to technical testing in future projects.

This planning stage has reinforced the significance of flexibility and self-reflection. Moving forward, I aim to expand learner support mechanisms, such as community-building features, to further enhance engagement. This version emphasises that the implementation has not yet occurred and focuses on your preparations and plans for the future.



Reflective Commentary

Evaluation

The evaluation phase has provided an opportunity to combine theoretical frameworks and practical insights to create a robust plan for assessing the course's future impact. I have chosen Kirkpatrick's model as the foundation for evaluation, as it aligns well with the course's goals. By planning down from Level 4 and implementing back up through Levels 1 to 3, I aim to ensure that the course remains focused on long-term learner outcomes. However, I recognise the challenge of measuring Level 4 results in this initial iteration and plan to incorporate follow-up surveys and testimonials in future versions.

The use of learning analytics, supported by TalentLMS and Veracity LRS, is a significant strength of the evaluation plan. These tools will allow for real-time monitoring of engagement metrics, completion rates, and learner progress once the course is live. This data-driven approach will facilitate continuous improvement, particularly when combined with automated nudging mechanisms to support learners in overcoming challenges.

Reflecting on accessibility, the incorporation of Universal Design for Learning (UDL) principles has been pivotal in my planning. Providing toolkits in multiple formats and including optional closed captions demonstrates my commitment to inclusivity. However, this phase has also highlighted areas for growth, such as integrating real-time transcription for interactive activities and expanding adaptive learning features.

Overall, the evaluation phase has been a valuable learning experience in balancing theory with practical application. The process-based evaluation, tied to the ADDIE framework, has provided insights into what strategies may work well and where improvements are needed. For instance, evaluating the effectiveness of a soft launch will guide refinements for the final rollout. In the future, I plan to deepen stakeholder involvement in the evaluation process by gathering more diverse feedback to inform iterative improvements.



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