



The ADDIE Model of Instructional Design Fact Sheet

The ADDIE model is a process traditionally used by instructional designers and training developers. The five phases—Analysis, Design, Development, Implementation, and Evaluation—represent a dynamic, flexible guideline for building effective training and performance support tools.

In the ADDIE model, each step has an outcome that feeds into the subsequent step.

Analysis Phase

The first stage of the ADDIE model is the analysis phase. In this phase, the instructional goals and objectives are established, and the learning environment and learner's existing knowledge and skills are identified. Incorporated in this phase are the needs assessment, the course outline, and the analysis of delivery methods most appropriate to learning. The following questions are addressed during the analysis phase:

- Who is the audience, and what are their characteristics?
- What is the behavioral outcome?
- What types of learning constraints exist?
- What are the delivery options?
- What is the timeline for project completion?

Design Phase

This stage of the ADDIE model focuses on creating the blueprint for the instructional experience—that is, creating the structure and content of the learning materials, the learning assessment process, and the resources and activities that will be used to attain and complement the learning outcomes. The following are some of the steps used during the design phase to create the curriculum:

- Documentation of the project's instructional, visual, and technical design strategy
- Application of instructional strategies according to the intended outcomes
- Prototype creation
- Exercise creation
- Graphic design

Development Phase

The development phase focuses on how the plans that were created in the design phase become a reality. This phase addresses how the instructional materials will be used to support learning and engage students in innovative and productive ways. During this phase, the curriculum is reviewed and revised according to any feedback given.

Implementation Phase

During the implementation phase, the procedure for training the facilitators is developed and delivered, and the procedure for training the participants is refined. This is also the phase where the project manager ensures that the supplemental resources (books, hands-on equipment, tools, CD-ROMs, and software) are in place and that the learning application or website is functional, available, and ready for use. In this stage, the course is also tested and deployed to determine whether the components function as designed within the identified environment. This phase validates the implementation and identifies any anomalies prior to full course deployment.

Evaluation Phase

The evaluation phase determines how students feel about the course experience, whether goals were achieved, whether the transfer of learning took place, and any long-term outcomes. This phase also identifies the gaps in student performance that need to be addressed. Two levels of evaluation may be conducted:

Level 1—Reactions. Learners provide reactions and comments to the course, usually in the form of a response to a questionnaire.

Level 2—Learning. Assessments of content retention, application, and institutionalization.