

The ID Blueprint: A 10-Step Engine for High-Impact Learning



When mapping an instructional design journey from start to finish, aim to move through Steps 1–6 quickly to avoid getting stuck in "analysis paralysis." While Step 7 is where the fun creative work happens, content creation only succeeds when grounded in strong foundational strategy. Also, remember to include SMEs and stakeholders as reviewers where appropriate. Finally, keep evaluation ongoing: iterate using Step 10 to adapt training based on real performance data, and don't forget to schedule a sunset date for every project.



Step 1: Identify Instructional Goals

GOAL: Determine the ultimate performance outcome and skill gaps instruction must address.

ID TOOLS: Training Needs Analysis (TNA), Needs Analysis Charter, Learner Outcome Mapping Sheet, SMART Goals Template.



Step 2: Conduct Instructional Analysis

GOAL: Deconstruct the overarching goal into specific sub-skills, tasks, and prerequisite knowledge.

ID TOOLS: Task Analysis Chart, Skill Gap Matrix, Hierarchical/Precedural Flowcharts, Interview Notes.



Step 3: Identify Entry Behaviors

GOAL: Analyze learners' prior knowledge, existing skills, motivation levels, and learning context.

ID TOOLS: Learner Profile, Target Audience Persona Sheet, Prerequisite Skill Checklist.



Step 4: Write Performance Objectives

GOAL: Formulate measurable, specific learning objectives detailing what learners must demonstrate.

ID TOOLS: Objective Matrix, Performance Rubric Template, Bloom's Taxonomy Wheel.



Step 5: Develop Criteria Tests

GOAL: Design diagnostic, formative, and summative assessments to measure achievement.

ID TOOLS: Assessment Blueprint, Test Matrix, Grading Rubrics, Item Analysis Form.



Step 6: Develop Instructional Strategy

GOAL: Select learning methods, media modalities, and sequences tailored to learner needs.

ID TOOLS: Instructional Blueprint, Delivery Method Matrix, Lesson Plan, Storyboard Template.



Step 7: Develop Instructional Materials

GOAL: Produce, curate, and assemble all physical and digital assets for the Instructional plan.

ID TOOLS: Course Storyboards, Instructor/Participant Guides, Job Aids, Media Asset Lists.



Step 8: Conduct Formative Evaluation

GOAL: Text prototype materials with target users to gather feedback and refine the design.

ID TOOLS: UX Tosting Protocol, Review Checklist, Pilot Evaluation Survey, Feedback Well/Matrix.



Step 9: Conduct Summative Evaluation

GOAL: Evaluate the final program's effectiveness, learner satisfaction, skill transfer, and ROI.

ID TOOLS: Kirkpatrick 4-Level Evaluation Framework, Program Impact Dashboard, Post-Training Performance Audit.



Step 10: Ongoing Revision

GOAL: Continuously review performance feedback and data to iterate and update the learning experience.

ID TOOLS: Continuous Improvement Backing, Course Versioning Leg, Maintenance Tracker, Feedback Loop Matrix.