

Making air travel safer



Web-based training program on Dangerous Goods for American Airlines

American Airlines (AA) is the world's largest carrier—American Eagle, and the American Connection regional carriers serve more than 250 cities in over 40 countries with almost 4,200 daily flights. The combined network fleet numbers more than 1,100 aircraft. American Airlines is a founding member of the Oneworld™ alliance.

THE NEED FOR REGULATORY TRAINING

American Airlines required conducting Dangerous Goods training at various locations. AA commissioned Tata Interactive Systems to develop a Web-based training program to enable its employees to complete the training course from their individual workstations. Their performance was also required to be rated by the course assessments. There were three specific types of target audiences—Customer and Ramp Services employees, Cargo Sales and Reservations representatives, and Cargo Services employees. The learners comprised both newly hired employees as well as those undergoing refresher programs.

HOW OUR SOLUTION HELPED

Tata interactive Systems designed, developed, and deployed a Web-based training program that adhered to AICC Level 1 and SCORM 1.2 compliance standards.

Each course comprised:

- **Modules:** There were various number of modules, packaged as a single Sharable Content Object (SCO) that could be launched and tracked independently on the LMS.
- **Quizzes:** Each module ended with a quiz that tested the content covered in the module. The quiz was mapped to the module objectives and tested the knowledge and comprehension levels. The types of questions included:
 - Binary Choice
 - Multiple Choice
 - Matching

The learner was provided remedial feedback after attempting each question.

- **Course-end Assessments:** The course-end assessment was presented only after the learner had completed all the modules. The assessment tested the learner on the course-level objectives. It comprised a set of questions, which were randomly displayed to the learner. The types of questions included multiple-choice and drag-and-drop questions.

The instructional design took into consideration the differences in the work environment and work situations for the three groups of learners. There were six independent courses developed in English and five courses in Spanish. The course used appropriate scenarios and examples specific to each group. The instructional strategy, course structure, and navigation were uniform across all the courses. The structure followed for the course was modular, and the flow of information linear. In each module, there were scenarios, which reflected situations the learners were likely to face on the job. The content was chunked into meaningful units of information that facilitated the learning process.

Based on the target audience and their knowledge, the content was treated in an engaging and interactive manner. The new learners were provided the information in a clear and concise fashion whereas for the recurrent users, prior knowledge was tested and the new or updated concepts were taught thereafter.



The program's visual design was based on the following considerations:

- Providing easy navigation and on-screen information access
- Minimizing user fatigue during the learning sessions
- Keeping the user engaged by using interactivity

The main challenges faced during the development of the program were to create:

- Real-life, scenario-based learning for entry and advanced level learners in the same course.
- All the eleven versions of the courses in an elapsed time of 2 months.

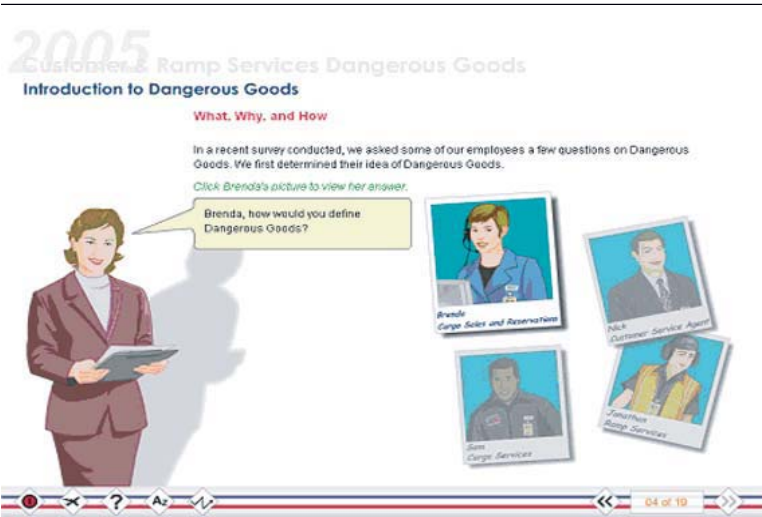
TECHNOLOGY USED

The solution was developed using HTML, JavaScript, and Flash 6.0. The course was installed on SumTotal LMS (Click2learn LMS) SCORM 1.2 compliant. Course content was hosted on the American Airlines Web portal.

The training program developed for American Airlines was highly effective. Around 25000 employees over 500 cities have taken the course resulting in significant improvements in performance.

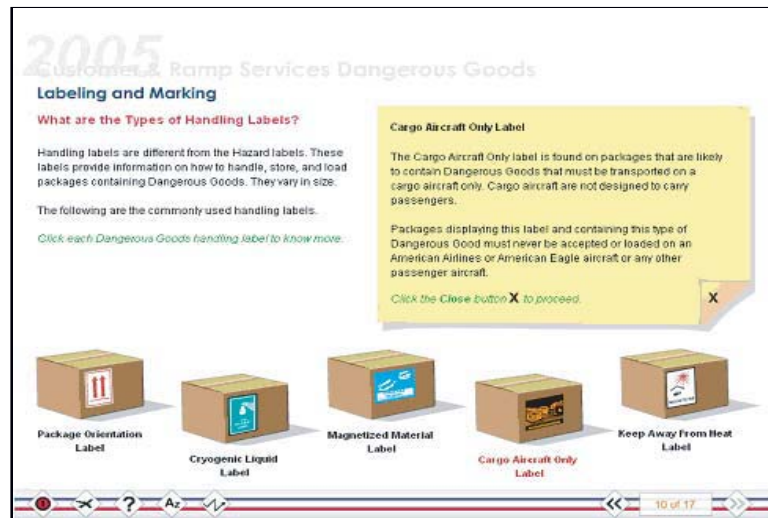
SOME SAMPLE SCREENSHOTS

The screenshots offer a brief glimpse of the Web-based training for AA. To experience some of our products at work, you may view our demos by registering online at www.tatainteractive.com.



Introductory screen of the program where the user had to click on any of the images to enter.

The content was layered on the 'teach' screens. The learners were asked to click on the labels to get the additional information through pop-ups.



The screenshot of a drag-and-drop activity to test the user's knowledge. This activity was not scored.

