

WHITE PAPER



# Juicy Learning

by Serious Factory

THE **9-STEP** METHOD



SERIOUS  
FACTORY

# The 9 steps of the Juicy Learning<sup>®</sup> method



## The 9 steps of the Juicy Learning<sup>®</sup> method

Juicy Learning<sup>®</sup> is a form of Digital Learning. It aims to boost engagement and retention. To do this, Juicy Learning borrows certain codes from video games, including the notion of «juiciness». Juiciness is the quality of a fun and attractive interactive element, and mainly involves visual and audio feedback: animations, rewards, sound effects, etc. The whole thing brings a feeling of satisfaction to the learner. The element in question is then said to be «juicy».

With hundreds of Digital Learning projects developed in more than 12 years of existence, and tested by more than 300 clients, Serious Factory has developed a design methodology in 9 key steps. Our method for designing a Digital Learning project has evolved over time to meet the specificities of the support developed. Initially designed to create Serious Games, it has been refined with the need to do Immersive Learning, and today it has resulted in a 9-step version that makes it possible to create a Juicy Learning<sup>®</sup> project, a real Experience.

# The 9 steps of the Juicy Learning<sup>®</sup> method



## 1. Define the pedagogical objective, the target and the concept

First of all, it is important to clearly define why you are carrying out your Experience. It is therefore important to ask yourself the right questions before you start. More often than not, your project will respond to a strategic need for the company and in this case, you will need to identify which problem it will solve.

### What is the pedagogical objective of the experiment?

The objective should fit into a simple line: What is the reason for your experience? The pedagogical objective starts with an action verb and should be based on Bloom's taxonomy:

#### Skill

#### Description



#### Memorizing

Memorise and reproduce information in words similar to those learnt.



#### Understanding

Translate and explain information based on what has been learned.



#### Applying

Select and transfer data to perform a task or solve a problem.



#### Analysing

Distinguish, classify, relate the facts and the structure of a statement or question.



#### Evaluating

Design, integrate and combine ideas into a proposition, a plan, a new product.



#### Creating

Estimate, evaluate or criticize according to standards and criteria that one defines.

# The 9 steps of the **Juicy Learning**<sup>®</sup> method



## **What is the target audience of your experience?**

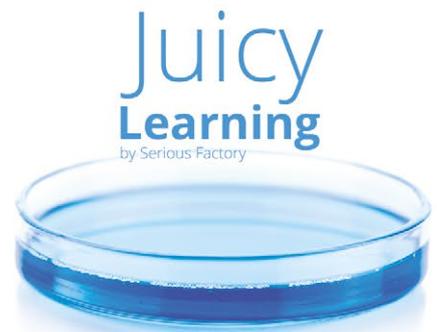
Who will use your module? It will impact your way of writing (lexical field, spelling style, etc.). It will also influence the way you design and build your Experience. Depending on whether or not your target audience is comfortable with the IT world, you will not design in the same way.

You will also evaluate the level of knowledge of your target group in relation to the objective of the module. You will not ask the same things of your learner depending on whether they are discovering a subject or are expected to master it.

## **What is the concept of your experience?**

The idea behind this question is to define what form your module will take. A 3rd or 1st person experience? An escape game or a lecture course? Describe quickly, in a few lines, what your project will look like.

# The 9 steps of the Juicy Learning<sup>®</sup> method



Juicy  
Learning  
by Serious Factory

## 2. Identify key messages

At this stage, write down all the concepts that the learner should remember at the end of the module. These are the content's key points that will help the learner progress on skills, attitudes or knowledge. In general, count about 5 key messages. The learner's mastery of all the key messages will mean that the learning objective defined in step 1 has been reached. If there are too many of them, it is probably because the Experience needs to be split into several sub-modules.

## 3. Building the architecture

At this stage, you have defined the broad aspect of your project. Now it's time to draw the outlines. The important thing here is to lay out the various key stages of your module. It is at this step that you will think about your scenario. What rhythm you want to give to your Experience, not in terms of content but in terms of the progression of the story.

You will also have to define the characters who will be involved in your story and the places that will be visited.

In Virtual Training Suite, you just need to place the Sceneries in the graph and define your casting (the list of characters used in the project). Usually, this goes hand in hand with the notion of a storyboard. You can also take advantage of this step to write a design document.

As a general rule, in a relevant pedagogical experience, there is an introduction which presents the Experience, a role-play situation and, last but not least, a conclusion which debriefs the learner's actions.

# The 9 steps of the **Juicy Learning**<sup>®</sup> method

## **4. Distribute the key messages**

Once the architecture of the Experience has been set up, the key messages previously defined in step 2 must be distributed. A key message can be found in several places in the scenario. The important thing in this step is to be aware of the rhythm of your Experience. If the messages are distributed incorrectly, your scenario will be unbalanced and you risk losing your learner's attention.

This step has a second important role at the design stage: choosing the type of interaction you want to use, to transmit each key message (between a comment/option to be chosen and a specific mini-game, each key message has variable importance).

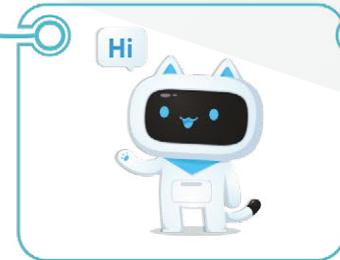
This step therefore consists of clarifying the pedagogical approach.

## **5. Write the ideal scenario**

We will now move on to a new phase of production: development. Until now, we have made sure that we have prepared and framed our project as well as possible. In the previous stage, we defined everything that will happen, but not necessarily in what order. The advantage of the Juicy Learning<sup>®</sup> method is that it allows us to adapt to the learner, which includes identifying that the learner will not necessarily achieve the learning objective immediately.

The ideal path, however, is this particular case: the learner goes through the fastest learning path. We know where we are going and we can start writing the ideal path. This consists of building the path where everything goes well, where the learner makes all the right choices. Be careful, it is not important to write the incorrect proposals/paths at the moment. Also be careful not to lose too much time in building your interactions or staging. The main thing to do in this step is to put down on paper the complete thread of your ideal scenario.

# The 9 steps of the Juicy Learning<sup>®</sup> method



## 6. Creating alternatives

Now that the ideal framework has been set up, you can write all the parallel branches and alternatives. Where and how will I test my learner? What will be the consequences of their mistakes and what will be the impact on the scenario? In this step, you ideally identify the learner's pedagogical progression.

However, this stage is limited to allowing mistakes and ensuring that the simulation still makes sense.

*In practice, you will often juggle between steps 5 and 6. The purpose of this method is to give you some guidelines, but the main thing is not to get stuck in front of a blank page.*

## 7. Assessing with scores and debriefing

A new stage has been reached. Your scenario is now playable from start to finish. You have a well-scripted Experience. It's time to make your learner grow by explaining how to improve and make the most of his mistakes. Nothing prevents you from thinking about your debriefing/scoring concept beforehand, quite the contrary, but we advise you to implement it only once you have built up your Experience. It will be much simpler to integrate your score into it and also easier to identify the interactions that deserve to be commented on during a debriefing.



## 8. Give your experience the Juiciness it Deserves

At this stage of the project, you have built your entire Experience. It is solid pedagogically and script-wise. The goal now is to take it to the next level and make it Juicy!

To achieve this, 2 important points: relevant sound design and quality graphics.

Sound design is a tricky point because it is better to not add sound to the Experience than to make it sound bad. A good sound design will enhance immersion through sound effects or background music, and boost retention by reinforcing educational messages through sound rewards. So, think carefully about its use as soon as possible and test it regularly. Little tip: pay attention to the volume of the music in relation to the voices. Imagine how boring and un-engaging movies would be without music dropping in and out.

For graphics, the first rule is to make do with what you can afford. Systematically prefer consistency to ambition. It is preferable to create a coherent universe from start to finish rather than a few passages that are visually very accomplished but that will swear with other sequences that have not benefited from the same level of treatment. Like sound design, a good graphic design is one that will enhance immersion and boost retention.

Answer the following questions and integrate the fruit of your reflections into your Experience:

- ◆ What makes my script Juicy?
- ◆ What motivates my learner to complete the script?
- ◆ What makes them want to repeat the experience?

# The 9 steps of the Juicy Learning<sup>®</sup> method



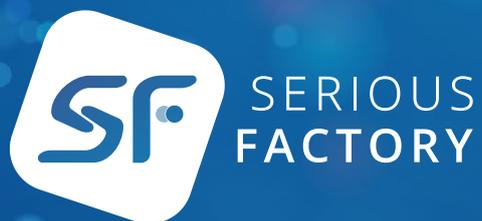
## 9. Rereading and deploying

Your project is almost done!

You are now in the final sprint. It's time to make everything nice and clean. Don't neglect this last stage of testing and proofreading which is very important. Take the time to have your project proofread by outside eyes. If you have the opportunity to carry out user tests, that's great. They will have the necessary distance to notify you of the few points you might have overlooked, such as correcting the last typos and the last little bugs that might remain.

Once everything is reviewed, validated and checked, you can publish your experience.

*We invite you to take a look at the «Best Practices» section of VTS including the «Optimisation and Performance» and «Packaging» sections in order to optimise your project.*



## Contact

### **SERIOUSFACTORY**

4, rue Gustave Flourens  
92150 Suresnes, France

Tel: +33 1 70 71 98 40  
[marketing@seriousfactory.com](mailto:marketing@seriousfactory.com)  
[www.seriousfactory.com](http://www.seriousfactory.com)