Instructional Design Checklist

Check any course against the five ADDIE phases before you launch

1. Analysis

- [ ] The business problem is defined
- [ ] We know who the learners are
- [ ] The performance gap is clear
- [ ] Root causes are checked (not all gaps need training)
- [ ] Constraints are known: time, budget, tech
- [ ] Success measures are agreed

2. Design

- [ ] Objectives are specific and measurable
- [ ] Each objective has a matching assessment
- [ ] Content is cut to what learners need to do
- [ ] Practice mirrors real job tasks
- [ ] The format fits the audience and goal
- [ ] A storyboard is reviewed and signed off

3. Development

- [ ] Chunks are short, one idea at a time
- [ ] Visuals support the words, not decorate
- [ ] Feedback explains why, not just right or wrong
- [ ] Accessibility basics are covered
- [ ] SME has checked accuracy
- [ ] Tested on the devices learners use

4. Implementation

- [ ] Uploaded and tested in the LMS
- [ ] Enrollment and reminders are set
- [ ] Managers know their role
- [ ] Learners know why it matters to them

5. Evaluation

- [ ] Completion and scores are tracked
- [ ] Behavior change is checked after 30-90 days
- [ ] Business results are compared to baseline
- [ ] Feedback is used to improve the course

Learning objective builder

Who will do what, under which conditions, how well? Use one row per objective.

Audience	Action verb + task	Condition	Standard
New agents	Decide whether to approve a return	Using the returns flowchart	Correctly, in under 2 minutes

SME interview guide

- ☐ What do top performers do that others don't?
- ☐ What mistakes do new people make?
- ☐ What are the most costly errors?
- ☐ What can people look up instead of memorize?
- ☐ What does a realistic tricky case look like?
- ☐ How would you know someone is competent?

Full guide: elearningsolutionslab.com/what-is-instructional-design/ | Need help? elearningsolutionslab.com/contact/