ADDIE Instructional Design Model

Good training does not start with slides; it starts with a clear process. In 1975, the Center for Educational Technology at Florida State University developed a model for designing training for the US Army and the other armed services. Its main phases later became widely known by the acronym ADDIE: analyse, design, develop, implement and evaluate. Each phase produces something that the next phase uses. Today, trainers, HR teams and e-learning designers use it to build training that solves real problems.

1. Analyse

The first phase is analyse: understanding the problem before planning any training. Who are the learners, what do they already know, and what must they be able to do? We also check whether training is really the answer, because some problems come from tools or processes. The result is a clear picture of the gap to close.

Example: A grandson wants to teach his grandmother video calls, so he starts with analysis. She has a tablet, weak eyesight and one wish: to see the family every Friday.

At work: Hatem, a training specialist at a supermarket chain, must train new cashiers. His analysis in three stores shows that most mistakes happen with refunds, and that cashiers have little time to learn.

2. Design

The second phase is design: planning the solution on paper. We write clear learning objectives, choose the methods and decide how learning will be checked. A good design is like an architect's drawing: it is cheaper to change now than later.

Example: In the design phase, the grandson sets one objective: his grandmother starts a video call alone. He plans two short lessons and a final test call.

At work: Hatem's design sets one objective: process a refund correctly in under two minutes. He plans short practice sessions on a test till, with a short check at the end.

3. Develop

The third phase is develop: building and testing the materials. Designers create the slides, videos, exercises and guides that the design describes. Before the launch, a small group tries everything, so problems can be fixed early. Good materials are short, clear and close to the real job.

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Example: To develop the lesson, the grandson makes a large-print card with three steps. He tries it with his grandmother once, then makes the icons on the screen bigger.

At work: Hatem develops a three-minute video, a practice till and a one-page checklist. Two cashiers test them, and one unclear step in the checklist is rewritten.

4. Implement

The fourth phase is implement: delivering the training to the learners. This includes the schedule, the rooms or online platform, and preparing the trainers. Good implementation also prepares managers, so that they support the new skills at work.

Example: The grandson implements his plan on Tuesday afternoon, when his grandmother is rested. Together they practise a call with his sister.

At work: Hatem implements the course in all three stores, with sessions planned around the shifts. He also shows the supervisors how to coach cashiers at the till.

5. Evaluate

The fifth phase is evaluate: checking whether the training worked, and improving it. Some evaluation happens during every phase, and some happens after the launch. The results often lead back to an earlier phase, which makes ADDIE a cycle rather than a straight line.

Example: On Friday, the grandson evaluates: his grandmother starts the call alone, but she cannot find the volume. He adds a fourth step to the card.

At work: After two months, Hatem evaluates the results: refund mistakes have fallen by half. Cashiers also ask for help with gift vouchers, so he goes back to the design phase.

Conclusion

In summary, ADDIE guides training through five phases: analyse, design, develop, implement and evaluate. Each phase builds on the one before, and evaluation keeps the whole process improving. Some teams now move through the phases in faster, shorter loops, but the questions stay the same. With ADDIE, training starts from a real need and ends with real results.

Sources

- Don Clark, Big Dog & Little Dog's Performance Juxtaposition: The ADDIE Model (history of the model) – https://knowledgejump.com/hrd/history/addie.html
- EBSCO Research Starters: ADDIE Model – https://www.ebsco.com/research-starters/education/addie-model
- Branson, R. K. et al. (1975). Interservice Procedures for Instructional Systems Development. Center for Educational Technology, Florida State University (prepared for the US Army and the other armed services).
- Note: the 1975 model used five phases (analyse, design, develop, implement, control); the name ADDIE and the phase "evaluate" came into use later.

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