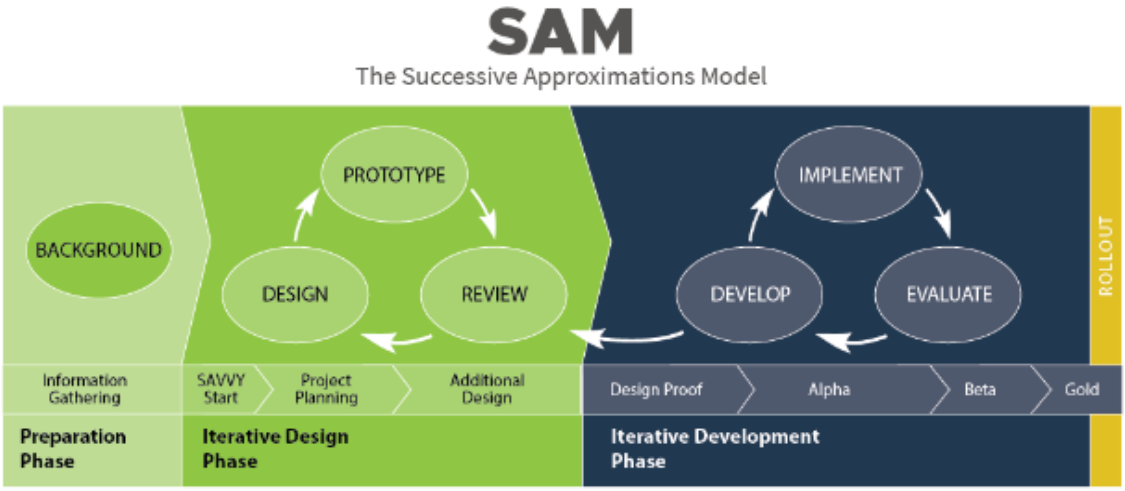
Workflow & Methodology

Workflow Process

The below Workflow Process is SAM-Enabled & QA-Driven (See SAM Methodology on next page).

Stage	Key Activities	Outputs	Efficiency / QA Enhancements
1. Project Initiation & Strategic Alignment	• Kick-off meeting • Cultural insights & contextual review • Define learning goals & constraints • Develop *Course Development Guide* (styles, templates, visuals, structure, accessibility, cultural notes)	✓ Project plan & communication rhythm ✓ Draft Course Development Guide	Critical efficiency step: The Guide becomes the single source of truth for all future work. • Prevents ambiguity & reduces rework • First major QA checkpoint
2. Content Evaluation & Recommendations	• Review provided materials • Assess cultural appropriateness • eLearning & accessibility review • High-level structure proposals	✓ Evaluation Report ✓ Agreed scope & assumptions	• Early issue identification reduces redesign later • QA checklist applied (cultural, technical, pedagogical)
3. Storyboarding (Core QA Anchor)	• Develop detailed storyboard • Map interactions, visuals, quizzes • SME cultural/context review• Storyboard QA checklist (pedagogy, accessibility, imagery, cultural fit) • Client approval	✓ Approved Storyboard ✓ Updated Guide (if needed) ✓ Locked course architecture	Most important efficiency driver: storyboard prevents major changes during course build. • Defines everything upfront • QA embedded early
4. Asset Production (Graphics, Video, Avatars)	• Create graphics, icons, diagrams • Develop scripts & animations • Optional AI Avatar creation • Multilingual media with cultural review • Asset QA checklist	✓ Visual asset package ✓ Video & audio assets ✓ Avatar files (optional)	• Prior alignment on visual rules reduces revisions • Cultural & language QA prevents late-stage corrections
5. Course Build i	• Build structure & interactions • Insert media & quizzes • Apply templates from Guide • SAM micro-iterations (build → test → refine) • ID QA + SME cultural QA	✓ SCORM (or other)-compliant course✓ Mobile-optimised version✓ QA log	• Iterative SAM cycles catch issues early • Checklist ensures alignment with storyboard & cultural rules
6. LMS Upload & Configuration	• Upload SCORM package • Add icon, certificate/badge • Configure reporting & completion rules • Technical testing • Client testing	✓ Published course✓ Working reporting✓ Technical validation report	• Early technical considerations reduce LMS errors • QA checklist ensures cross-device performance
7. Multi-Layer QA, Feedback & Handover	• Consolidate QA logs • Cross-check against Guide, storyboard & requirements • Final client review • Implement refinements • Deliver SCORM, assets & documentation • Recommendations for future builds	✓ Final approved course✓ Complete handover pack✓ Recommendations for improvement	Because QA is embedded in each phase, final review is fast and low-risk. • All checklists complete • QA at every stage ensures quality + cultural integrity

SAM Methodology Project Application



The Successive Approximation Model (SAM) underpins Concinnity's workflow, providing short, iterative cycles of design, testing, and refinement at every stage of development. Rather than working in long, linear phases, we integrate rapid prototyping, early visibility of concepts, and ongoing client feedback to reduce rework and ensure cultural, contextual and technical accuracy throughout.

1. Initiation & Alignment (Preparation /Information Gathering)

During project initiation, SAM principles are applied through early consultation, collaborative clarification of learning goals, cultural considerations, and success indicators. Draft elements—such as learning objectives and the Course Development Guide—are shared early so the client can review, refine and confirm direction before production begins.

SAM-Driven Outputs:

- Clear, agreed learning objectives
- Early draft of Course Development Guide
- Confirmed scope and shared understanding of requirements

2. Content Evaluation (Preparation of Course Guides)

Evaluation is carried out using short analysis cycles where materials are reviewed, scoped and clarified with the client or SMEs. This includes the Course Guide as well as QA templates, Storyboarding templates. Early feedback informs what is included, excluded or adapted, ensuring cultural accuracy and technical feasibility before design begins.

SAM-Driven Outputs:

- Evaluation Report aligned to user needs
- Refined content scope and structural recommendations

3. Storyboarding (Savvy Start in Iterative Design Phase)

The storyboard is treated as the project's primary prototype. SAM methodology is applied through iterative drafts, client review loops, and SME cultural checks. Visual concepts, interactions and assessments are tested early, preventing major changes during development.

SAM-Driven Outputs:

- Approved Storyboard acting as the locked course architecture
- Early prototype of media, interactions and structure
- Updated Course Development Guide (if required)

4. Asset Production (Design Iteration & Media Prototyping)

Graphics, scripts, animations and optional AI avatar content are developed using micro-iterations, where samples are reviewed and refined before final production. Cultural and language experts provide feedback early to avoid rework.

SAM-Driven Outputs:

- Media prototypes (first drafts of videos, graphics, voiceovers)
- Finalised media assets ready for system integration

5. Course Build (Iterative Development all stages)

Course development follows SAM's rapid cycling model. Small sections are built, tested, reviewed and refined continuously. Checklists and SME/cultural reviews are applied throughout to ensure alignment with the storyboard, accessibility standards and technical requirements.

SAM-Driven Outputs:

- Module built in iterative sections
- QA log capturing refinements
- SCORM-(or other) compliant, mobile-optimised course

6. LMS Configuration (Iterative Development- Proof & Testing)

SCORM (or other) packages from course authoring tool are uploaded into Learning Management System (LMS) and tested through multiple iterations to confirm tracking, reporting and usability. Any technical discrepancies are rapidly resolved in short feedback loops with the client or LMS teams.

SAM-Driven Outputs:

- Tested SCORM file with confirmed reporting
- Technical adjustments integrated promptly
- LMS-ready course configuration

7. Multi-Layer QA, Feedback & Handover (Continuous Improvement – Alpha, Beta and Gold)

The final stage applies SAM's evaluation cycle. QA logs, analytics, cultural checks, and client feedback are reviewed together. Refinements are applied based on evidence, and lessons learned are carried into future modules or cohorts.

SAM-Driven Outputs:

- Final approved course package
- Completed QA documentation
- Recommendations for future enhancements

Summary Statement

Using SAM across all seven workflow stages enables Concinnity to provide continuous client visibility, culturally informed decision-making, rapid refinement cycles and high-quality deliverables with minimal rework. This methodology ensures every course evolves through informed improvements, aligned expectations and consistent quality—from concept to handover.