

## ADDIE: Analysis Phase

### 1. Analysis Phase Template

Use this template to guide your analysis and ensure you have collected the data needed to design a blueprint for a course.

Analysis Phase		
Item	Prior Version	New Version
Program Overview		
Program Name		
Program Owner		
Organizational Benefits		
Organizational Risks		
Learning Objectives and Outcomes		
Program Goals		
Content Sources		
Versions		
Last Updated		
Prior Release Dates		
Learning Modality		
Evaluation Data Sources		
Analytics and YOY Comparisons		
Budget Internal/External		
Project Timeline		

Analysis Phase		
Key Resources		
Stakeholders		
SMEs		
Project Manager		
Design Team		
Development Team		
Implementation Team		
Evaluation Team		
Vendors		
Audience		
Demographics		
Group Characteristics		
Context and Expectations		
Entry Behavior and Prior Knowledge		
Attitudes and Motivation		
Learning Preferences		
Technical Skills and Accessibility		
Technology and Delivery		
Design and Development Tools		
Course Wrapper		
Platform		
Devices		
Classroom		
Data Collection and Analytics		

## 2. Audience Analysis

Here is a great resource from Aura Interactive, the developers of [SH!FT](#), an elearning authoring tool. Go to their site and download an [audience analysis template](#) and many other useful guides and templates.

The SH!FT blog article “[These 27 Questions Will Help You \(Really\) Know Your Learners](#)” provides a useful and comprehensive list of questions that will help you analyze your audience in each of these topic areas:

- Demographics
- Group characteristics
- Context and expectations
- Entry behavior and prior knowledge
- Attitudes toward training
- Learning preferences
- Technical skills and accessibility