

A GUIDE TO SMARTER TIME MANAGEMENT

ARCS FRAMEWORK

		Purpose	Strategy 1	Strategy 2	Strategy 3	LX Impact
	ATTENTION	Capture and sustain learners' interest to engage them in the learning process.	Perceptual Arousal	Inquiry Arousal	Variability	High-contrast, colorful visuals stimulate curiosity and align with adult learners' preference for engaging, non-intimidating content.
	RELEVANCE	Connect the learning content to learners' goals, experiences, and needs to make it meaningful.	Goal Orientation	Motive Matching	Familiarity	Leverages prior experience, making content feel personal and relevant.
	CONFIDENCE	Build learners' belief in their ability to succeed in online course and apply the skills learned.	Success Opportunities	Personal Control	Learning Requirements	Empowers learners, fostering confidence through autonomy.
	SATISFACTION	Provide rewarding experiences to encourage continued engagement and application of skills.	Intrinsic Reinforcement	Extrinsic Rewards	Equity (WCAG Compliance)	Inclusive design fosters satisfaction by respecting all learners' abilities.

Alignment with Course Design

Figma Assets: Vibrant gradients, Clyde's character, and interactive elements (icons, task cards) support Attention and Relevance through engaging, relatable visuals.

Storyline Interactivity: Click-to-reveal (Slide 2) and drag-and-drop (Slide 3) activities build Confidence by offering achievable tasks, while feedback and the celebratory Slide 4 enhance Satisfaction.

Adult Learning Principles: The course supports autonomy (self-paced navigation), relevance (practical scenarios), and respect (accessible, non-condescending tone), aligning with ARCS goals.

Instructional Frameworks: Gagné's Nine Events (e.g., Slide 1 for attention, Slide 4 for reinforcement) and Mayer's Multimedia Principles (minimal text, visual aids) ensure motivational alignment.

1. Attention

Purpose: Capture and sustain learners' interest to engage them in the learning process.

Strategies and Application:

- Perceptual Arousal:
 - Course Implementation: Slide 1 (Welcome with Clyde) uses a vibrant gradient background (e.g., teal to yellow) and a playful cartoon cat character, Clyde, holding a tablet or wearing glasses, to grab attention (Gagné's Event 1). The bold title text ("Clyde's Guide to Smarter Time Management") in a modern font (Monsterrat) with a subtle shadow adds visual intrigue.
 - Figma Design: Created using the "Rectangle" tool for gradients, ensuring a visually striking introduction.
 - UX/LX Impact: High-contrast, colorful visuals stimulate curiosity and align with adult learners' preference for engaging, non-intimidating content.

- Inquiry Arousal:
 - Course Implementation: Slide 3's scenario-based activity (e.g., "Prioritize tasks for a busy day") prompts learners to engage actively by dragging task cards (e.g., "Finish Report," "Attend Meeting") into "Do Now" or "Do Later" zones, fostering curiosity through problem-solving.
 - Figma Design: Task cards and drop zones use bright colors (pink, blue, yellow) and clear labels, designed with "Auto Layout" for intuitive interaction.
 - UX/LX Impact: Interactive elements encourage exploration, appealing to adults' problem-centered learning preference.
- Variability:
 - Course Implementation: The course varies presentation across slides: Slide 2 uses clickable icons (e.g., clock, calendar) for strategies, Slide 3 offers drag-and-drop interactivity, and Slide 4 features a celebratory checklist with confetti.
 - Figma Design: Different gradients (e.g., blue to white on Slide 2, orange to pink on Slide 4) and visual elements maintain variety.
 - UX/LX Impact: Diverse visuals and interactions prevent monotony, sustaining adult learners' attention.

2. Relevance

Purpose: Connect the learning content to learners' goals, experiences, and needs to make it meaningful.

Strategies and Application:

Goal Orientation:

- Course Implementation: The course focuses on practical time management strategies (e.g., prioritize, schedule, take breaks) directly applicable to adult learners' personal and professional lives. Slide 3's scenario mirrors real-world challenges (e.g., managing a busy day), reinforcing relevance.
- Figma Design: Task cards and strategy icons (e.g., red clock for "Prioritize") visually tie to everyday tasks.
- UX/LX Impact: Aligns with adult learners' need for immediate, goal-oriented content.

Motive Matching:

- Course Implementation: The course supports autonomy by allowing learners to navigate at their own pace (e.g., clicking “Start” on Slide 1 or exploring strategies on Slide 2). Clyde’s friendly tone (e.g., “Sort these tasks!”) respects learners’ self-directed nature.
- Figma Design: The “Start” and “Complete Course” buttons (yellow and green) use bold, accessible design.
- UX/LX Impact: Encourages self-direction, a key adult learning principle.

Familiarity:

- Course Implementation: Clyde, a relatable cartoon guide, tie to familiar experiences of managing time or academic stress. Slide 2’s strategies build on learners’ existing knowledge of time management challenges.
- Figma Design: Character (Clyde) to be approachable and relatable, with alt text (CC) for accessibility.
- UX/LX Impact: Leverages prior experience, making content feel personal and relevant.

3. Confidence

Purpose: Build learners' belief in their ability to succeed in the course and apply the skills learned.

Strategies and Application:

- Learning Requirements:
 - Course Implementation: Clear instructions guide learners (e.g., Clyde's TTS on Slide 3: "Sort these tasks!"). The course's microlearning format (four concise slides) ensures manageable content.
 - Figma Design: Text labels (e.g., Roboto or Sans Serif) are clear and concise, designed with "Text" tool for readability.
 - UX/LX Impact: Transparent expectations reduce anxiety, supporting adult learners' need for clarity.

- Success Opportunities:
 - Course Implementation: Slide 3's drag-and-drop activity allows learners to practice prioritizing tasks, with optional feedback pop-ups (e.g., "Great job!") reinforcing correct choices. Slide 2's click-to-reveal interactions provide immediate feedback on strategies.
 - Storyline Design: Feedback pop-up and clickable hotspots designed for intuitive interaction in Storyline.
 - UX/LX Impact: Small, achievable tasks build confidence, aligning with Bloom's "Apply" level.
- Personal Control:
 - Course Implementation: Learners control their pace and interaction choices (e.g., clicking strategy icons, dragging task cards). The course avoids complex navigation, ensuring ease of use.
 - Figma Design: "Auto Layout" ensures consistent, intuitive button placement.
 - UX/LX Impact: Empowers learners, fostering confidence through autonomy.

4. Satisfaction

Purpose: Provide rewarding experiences to encourage continued engagement and application of skills.

Strategies and Application:

- Intrinsic Reinforcement:
- Course Implementation: Slide 4's celebratory gradient (orange to pink) with bubbles and Clyde's encouraging text ("You're ready to manage your time!") creates a sense of accomplishment. The checklist infographic reinforces learned strategies.
- Figma Design: Bubbles and checklist with checkmark icons (Iconify) create a rewarding visual summary.
- UX/LX Impact: Positive closure enhances intrinsic motivation, satisfying adult learners' need for achievement.

Extrinsic Rewards:

- Course Implementation: Completing the course (via the “Complete Course” button on Slide 4) may trigger LMS recognition (e.g., badge or certificate) later (if hosted in LMS). Feedback in Slide 3 (e.g., “Correct!”) provides immediate reinforcement.
- Figma Design: Bold “Complete Course” button (green, white text) designed for clear action.
- UX/LX Impact: External validation motivates learners to apply skills.

Equity:

- Course Implementation: WCAG-compliant design (high-contrast visuals, alt text, keyboard navigation) ensures accessibility for all learners. The course respects diverse needs by offering concise, practical content.
- Figma Design: High-contrast gradients and fonts ensure inclusivity; alt text notes included for Storyline (CC).
- UX/LX Impact: Inclusive design fosters satisfaction by respecting all learners’ abilities.