

INDUSTRY NAME
Automobile

LOCATION
Global

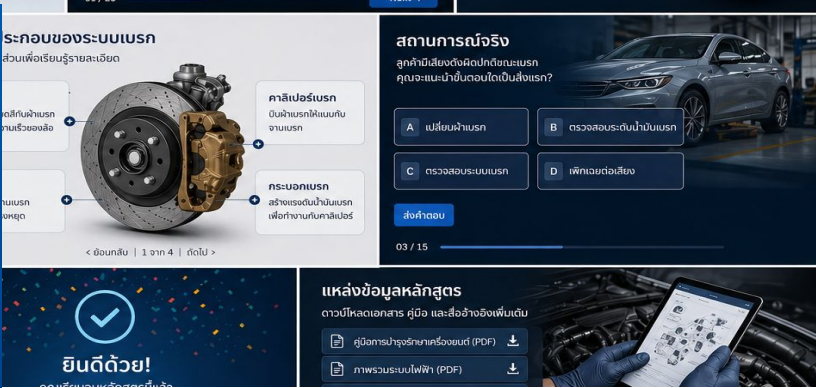
PLATFORM
Articulate Storyline

SERVICES
The following services were provided to the automobile company:

- eLearning Development:** Creation of high-impact, custom eLearning modules using Articulate Storyline.
- Content Customization:** Developing industry-specific templates for automotive engineering, technology, and sales.
- Multimedia Integration:** Incorporating videos, audios, and interactive animations to maximize learner engagement.
- Learning Path Design:** Implementing a structured "Inspiration to Review" journey, including animated videos for basic concepts and simulator-based practice.
- Technical Support:** Providing cross-platform compatibility for Web, Mobile, and Native Apps.

SETUP
The project setup involved a collaborative and technical framework:

- Project Coordination:** A dedicated coordinator managed communication and onsite technical experts during the preparation and execution phases.
- Client Collaboration:** The client provided critical insights and guidance during the planning process, which was essential for team-building success.
- Platform Integration:** Modules were developed to function seamlessly within the client's existing LMS portal, supporting standards like SCORM.
- 7-Step Process:** A rigorous development cycle was followed: material preparation, review, design draft, alpha version, joint review, and final delivery.



eLearning and Language Training for an Automobile Company

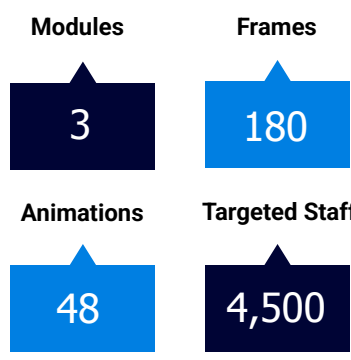
To enhance global organizational expertise, a leading automobile company launched a large-scale eLearning initiative. The project transformed complex technical content into high-impact, interactive modules designed for a diverse international workforce. By integrating these custom solutions into their existing LMS, the client ensured that training was both industry-specific and rapidly scalable across global regions. The collaborative approach, involving deep client guidance, resulted in a training ecosystem that was perfectly aligned with operational needs and corporate standards.

Interactive Learning Features

- To maximize participant engagement and knowledge retention, the modules utilized several interactive strategies:
- Gamified Assessments:** Traditional testing was replaced with interactive quizzes and games to make learning more immersive.
 - Simulated Environments:** Simulator-based learning allowed participants to practice technical tasks in a risk-free, digital setting.
 - Rich Multimedia:** Content was condensed into high-energy animations and videos to maintain high attention spans.
 - Branching Scenarios:** Using Articulate Storyline, the modules featured complex navigation and triggers, allowing learners to see the consequences of their decisions in real-time.

Globibo supported this project by enhancing organizational expertise through industry-specific, interactive eLearning modules integrated into their existing LMS.

Globibo creates industry-specific eLearning content templates with internationalization and scalability capabilities backed up by technical platforms and staff for fast-paced delivery.





MANAGEMENT OF CHALLENGES

The project was executed through a rigorous 7-step development cycle, including alpha versions and joint reviews to ensure technical precision. The primary challenges involved integrating new modules with legacy infrastructure and ensuring high performance across various mobile and desktop devices. By following ISO-certified processes, the team delivered a standardized yet fun user experience on a highly accelerated timeline.

The project addressed several significant challenges:

- **Large-Scale Audience Engagement:** Designing content that could effectively engage and train a large, global audience within a limited timeframe.
- **Complex Technical Integration:** Ensuring the new eLearning modules integrated perfectly with the client's existing infrastructure and various device types.
- **Fast-Paced Delivery:** Meeting tight deadlines for high-quality content creation and deployment across multiple international regions.
- **Standardization:** Aligning the training with strict international quality standards (e.g., ISO 9001) while maintaining a fun and engaging user experience.

Globibo supports clients in boosting organizational expertise through e-learning development and operations. Globibo focuses on providing corporate training solutions and services that are both amazingly fun and effective, helping clients maximize the potential of their people and organizations.

ROLES / TEAM MEMBERS



A successful event hinges on teamwork. Effective collaboration, clear communication, defined roles, and meticulous planning contribute to seamless execution. Each team member's expertise, dedication, and synchronized efforts create an unforgettable experience that meets objectives.

01

Project Manager

The overall Project Manager managed the communication between the Client and 6 internal functions that were involved in the development of the eLearning modules

- Learning Design
- Content Development
- Programming & Animatoins
- Voice Over
- Design and Q&A
- Infrastructure

02

Client

The client company played an essential role in providing insights and guidance throughout the design process, contributing to the overall success of the eLearning Series.



Globibo creates industry-specific eLearning content templates with internationalization and scalability capabilities backed up by technical platforms and staff for fast-paced delivery.

www.globibo.com
info.hk@globibo.com