

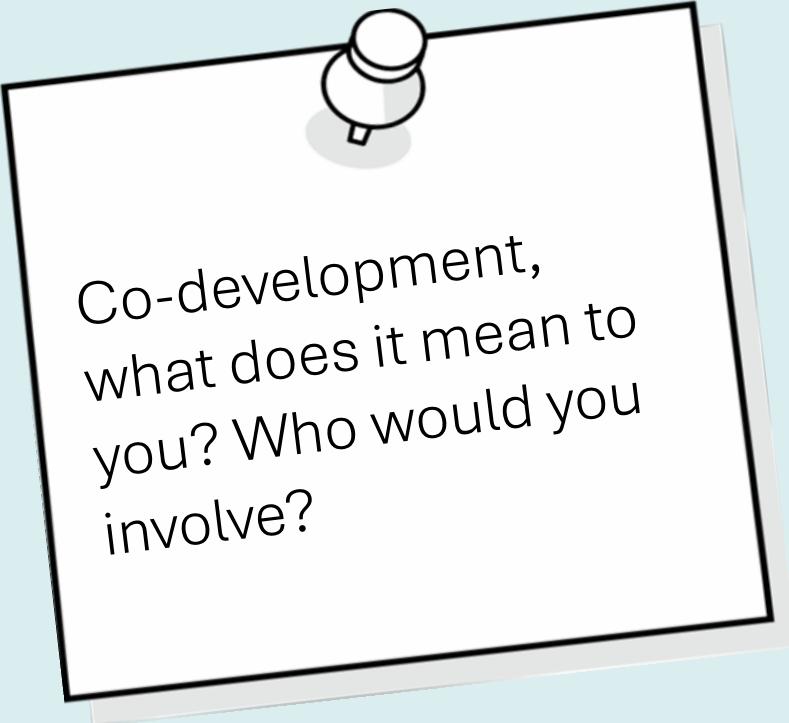


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Eidgenössisches Departement des Innern EDI
Bundesamt für Meteorologie und Klimatologie MeteoSchweiz

Co-Creating Engaging Learning for Meteorologists

Instructional Design in Practice at MeteoSwiss



Co-development,
what does it mean to
you? Who would you
involve?





That's what co-development is for us!

Collaboration
A shared
journey

One Goal

Exchange

Instructional
Designer(s)

Creativity

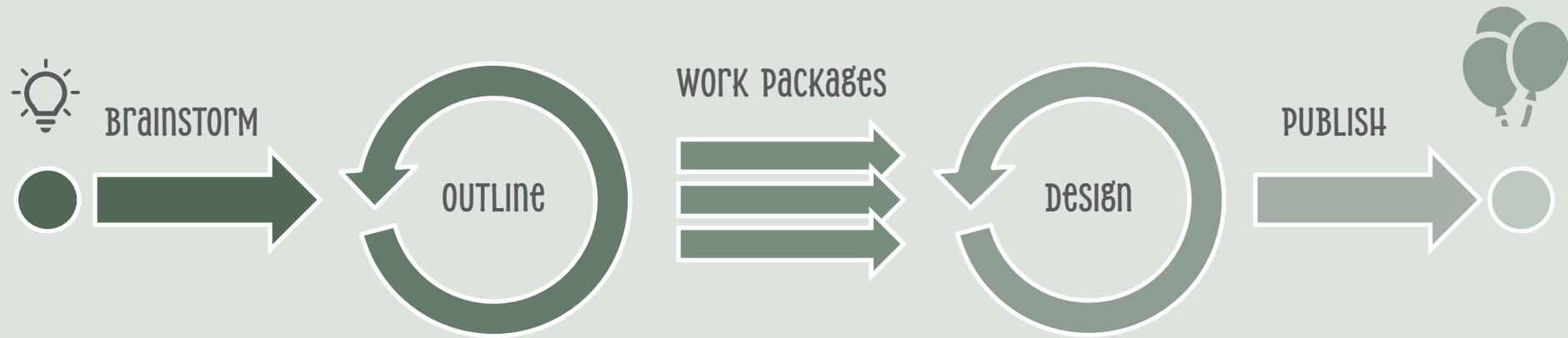
Innovation
Motivation

Feedback

Subject Matter
Experts

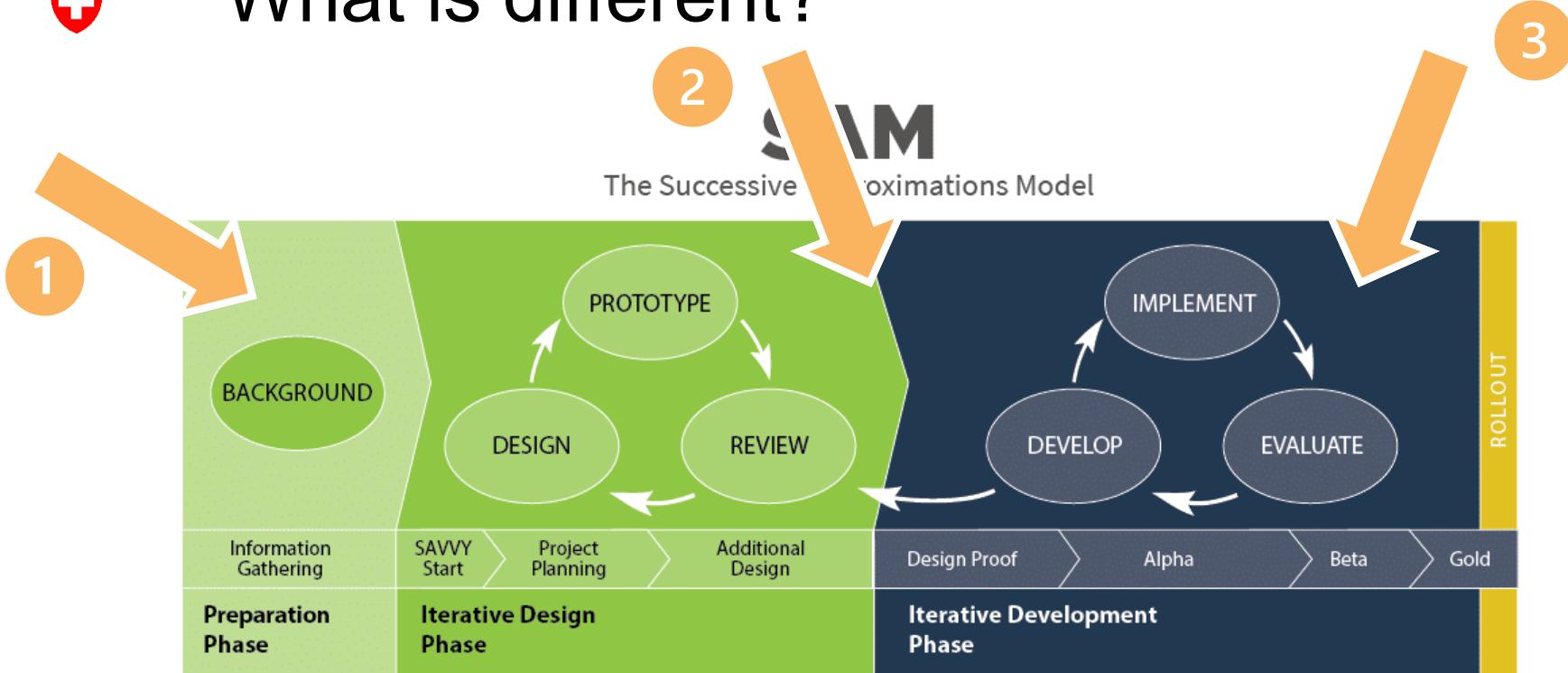
Community

OUR DESIGN PROCESS

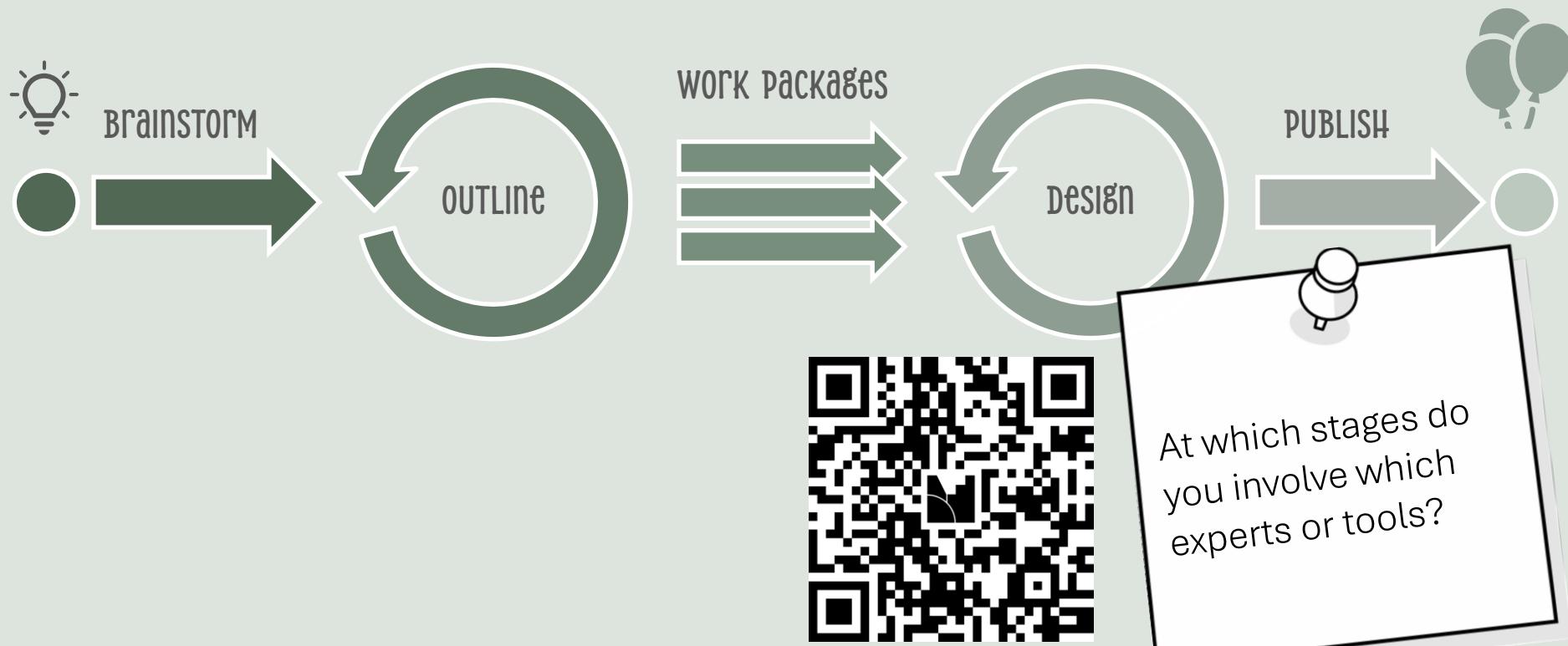




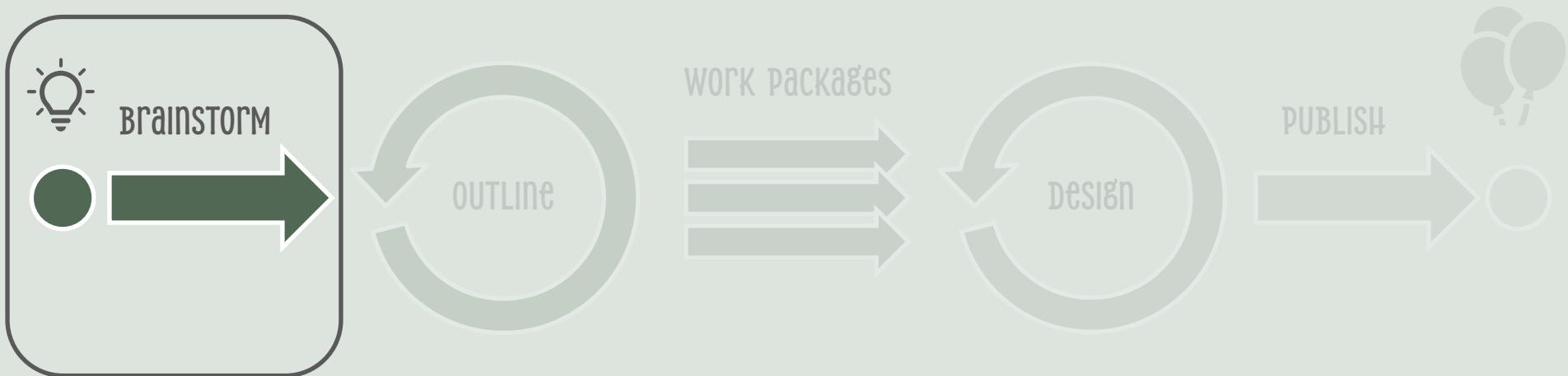
What is different?



OUR DESIGN PROCESS

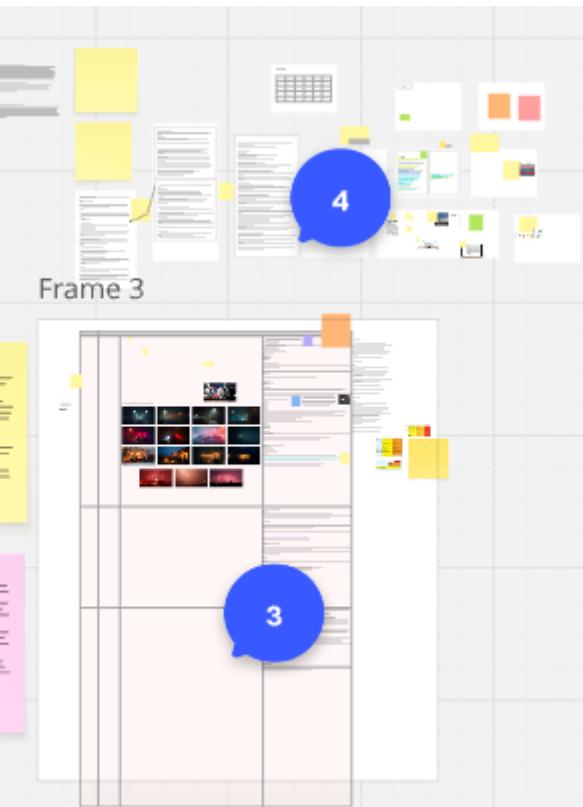


OUR DESIGN PROCESS





Brainstorming



WHAT?

- Define learning outcomes, audience, degree of difficulty
- Define deadline for module
- Collect material: AI, SME, Books, Papers ...

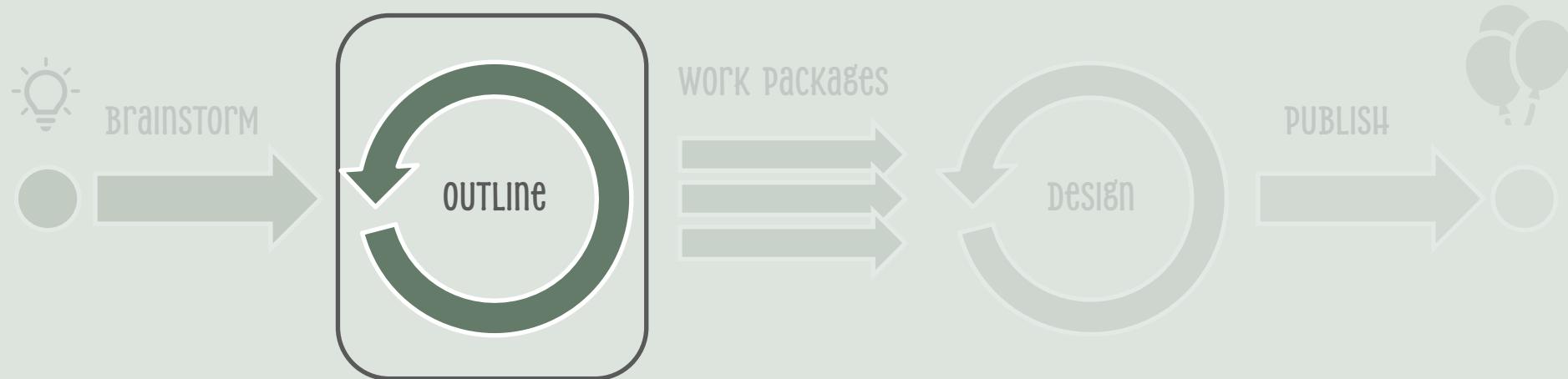
WHO?

Everyone who wants to be there ❤

HOW?

Manual or virtual whiteboards: Miro, M365, Confluence, FlipChart ...

THE DESIGN PROCESS





Outline

!! ALL MATERIAL MUST BE AVAILABLE !!

WHAT?

- Draft activities, interactions
- Structure material, re-structure after feedbacks, re-structure ...
- Define media elements

WHO?

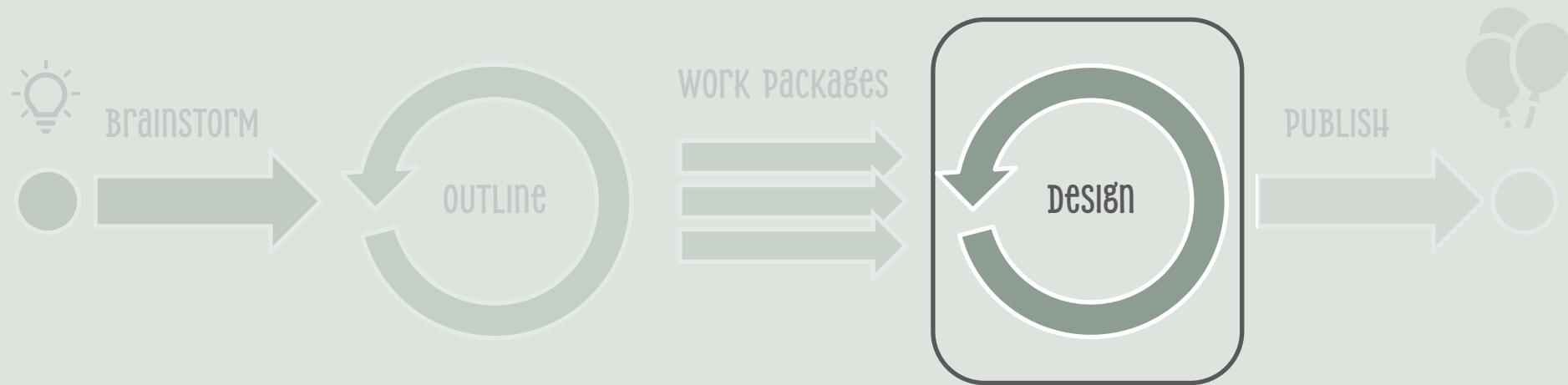
- Instructional Designer
- Subject Matter Experts

HOW?

Whiteboards,
PowerPoint, Storyline,
Rise ...

*WHY IS THIS A LOOP?
DEFINE WORK PACKAGES AFTER
THE OUTLINE.*

THE DESIGN PROCESS





Design

WHAT?

- Content: texts, video, audio, icons, images, ...
- Activities and interactions: questions, drag&drop, buttons, feedbacks ...

WHO?

- Instructional Designer: implementation
- Subject Matter Experts and other people from the community: feedbacks, feedbacks, feedbacks ...

HOW?

- Storyline/Rise
- Synthesia, Camtasia, Premiere Pro ...
- Databases for pictures, icons, music, videos ...
- DeepL, ChatGPT, Copilot
- Google Earth Studio

WHY IS THIS a LOOP?
PUBLISH and celebrate your
WORK





Communication in co-development is key!

Use micro-prototypes to visualize suggestions

Example:

"I've prepared a small prototype so you can see how this would look in practice. What do you think about it? Is it realistic? Could it be an option?"



Be specific when asking for feedback

Example:

"Please look only at the decision logic in this diagram; the descriptions will be refined later. I need your feedback on it by the end of next week."

Provide templates or guiding questions

Example:

"I've prepared a simple template to help you give us the essential information about the case that we need at this stage."

Weather situation	Operational decision needed	Typical mistakes/difficulties
Type something	Type something	Type something
Type something	Type something	Type something



Communication in co-development is key!

Establish clear roles & expectations early

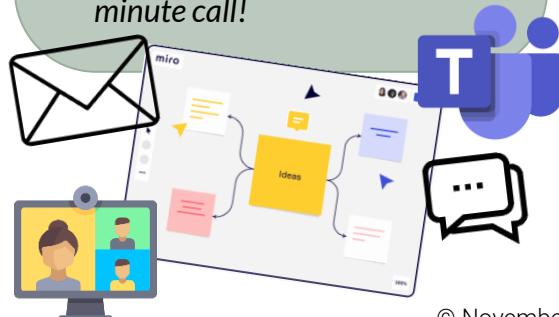
Example:

"For this training, it is important that you focus on the accuracy of the content. We ID will take care of the format and interactivity."

Define the channel for each type of need

Example:

- Quick value check on a threshold? → Chat!
- Decision about design/learning flow? → Email!
- Conceptual framing? → Ten-minute call!



Last minute change? Make the consequences clear

Example:

"We can certainly make this change, but since the course is already developed, it will require additional time and rework. Should we do it now or plan it for a later version?"



Communication in co-development is key!



WHEN SMES DON'T UNDERSTAND
YOUR INSTRUCTIONAL CHOICES

**Make your choices
empirical, not stylistic!**

"We use a pre-quiz because it increases retention and attention by X%. It's not about judgement; it's about preparing the cognitive terrain."

**Don't wait for them to
ask. Proactively explain!**

"You'll see a pre-quiz at the start of the module. It's intentionally put it at the beginning. This is what helps learners notice gaps and tune in to upcoming content."

**Involve them in
calibrating the choices!**

"You can help make sure the pre-quiz questions are realistic, not too trivial, not impossibly technical."



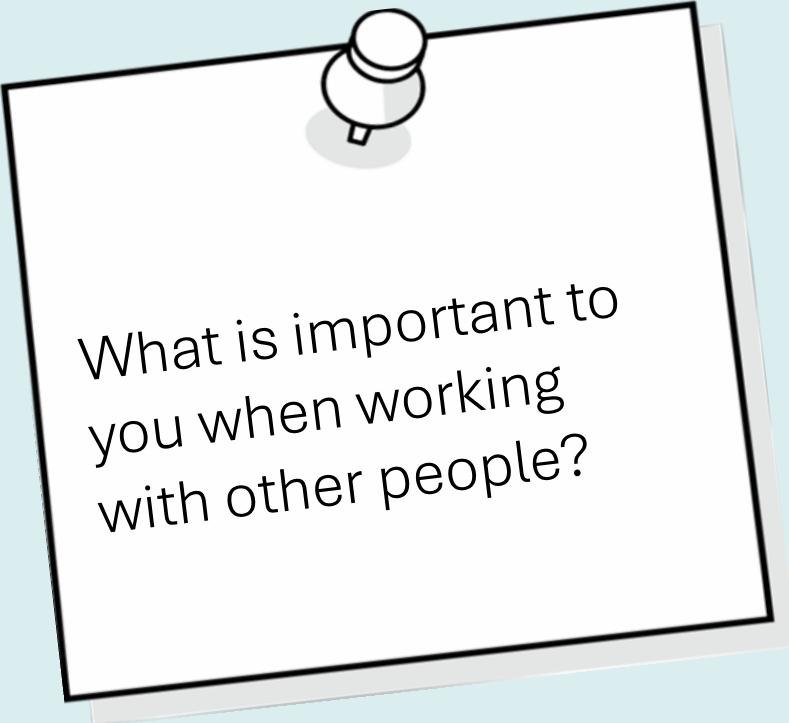
Other useful strategies to speed up design process

- We use AI whenever possible:
 - Videos, audios, texts, images, storylines and storyboards ...
- We use templates and libraries:
 - We don't develop everything from scratch!
 - We use and reuse what is already there – also from the wider community!
- Try not to achieve perfection!
 - Pareto!



Challenges

- Subject Matter Experts:
 - Find people who have time and dedication for the work as an SME.
 - Communicate the task in such a way that the SMEs can deliver their work in a form that is useful to us.
- Focus time in the design process:
 - Reserve entire days for the implementation
 - Short meetings at short intervals: problems, solutions, motivation
- Technical setup:
 - Working with a standard office laptop requires patience, swearing and reprioritising.



What is important to
you when working
with other people?





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