

## Case Study

# Social Learning via Interactive Technology

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## In This Case Study

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Etiquette training focuses on developing social skill sets and graces, as well as teaching the rules that govern acceptable behavior in society. In every organization whether corporate, government or social it is interactions between individuals and relationships with clients and members that define the organization and make it possible to run.

However, often organizations are not able to invest the time and resources need to set up valuable etiquette training programs. Whereas technical training is readily available on the job site, company programs that center on enhancing professional images are scarce. A solution is needed that can be implemented throughout large organizations, that is able to reach a wide audience, and that can be completed by the individual at his/her own pace.

This case study discusses how Cyber Media Digital Limited in conjunction with WITS Interactive Pvt Ltd used interactive technologies to create off-the-shelf courseware for an etiquette training program that companies can use to develop the social and professional skills of their employees.

## The Client

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Cyber Media Digital Limited (CMDL) is South Asia's largest specialty media house with publications in the infotech, telecom, consumer electronics and biotech areas including the internet, events and television. Cyber Media services include market research, content outsourcing, multimedia, gaming and media education.

The company also specializes in the development of games, educational and reference materials. In addition, CMDL has developed interactive educational titles for entrance examinations in various fields such as engineering and medicine. The series is interactive with modules, lessons and practice examinations.

## Challenge

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In modern business as organization become flatter and client-employee interaction more common, it is no longer just the sales executives and corporate leaders that require good social skills. Also, business is going global, and knowing the appropriate behavior in international countries has become a necessity for many traveling business persons. Good communication, improving speaking and listening skills, proper business dressing and table manners, are all vital to business communication. So, how do companies create a development program to enhance soft skills in a cost-effective and timely manner?

Technology has made it possible to deliver such courses across various means such as PCs, CDs and the Internet. Still, there are several issues involved in developing such a program. First the material needs to be presented in such a way, so as to keep the user's attention on the subject without the formal constraints, and peer interactions of a traditional classroom setting. Also different learning styles need to be taken into account, in addition to the learner's comfort level with interactive technologies.

## How do we deliver consistent, informative course material via an interactive medium effectively?

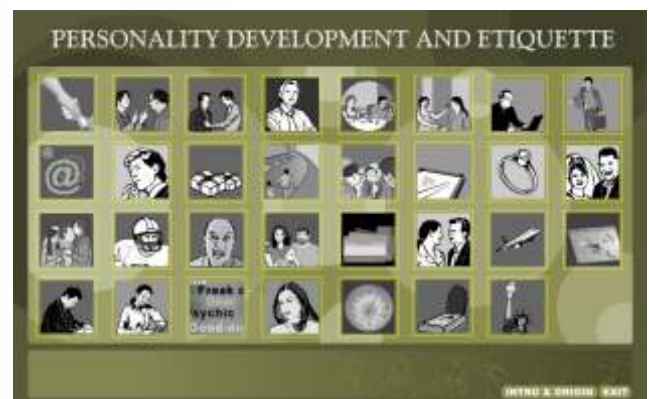
## Solution

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Material written by an international etiquette expert, Mr. Dinyar Dastoor, a professor at Indian Institute of Management, is an ideal guide to teaching etiquette. WITS Interactive's multimedia team took on the task of converting the written content into an interactive CD, with an easy user interface through which users can learn the basics of etiquette.

For this project the information was first divided into 31 modules. Each module relates to a basic aspect of etiquette. Some examples of the modules include:

- The Art of Introduction
- Social Graces and Courtesies
- Table Etiquette
- Office Etiquette
- Entertaining and Dining Out
- Dealing With People
- Travel Etiquette
- Written Communication
- Home Etiquette and 'Guestiquette'
- Coming to America



The modules are easily navigable with links to various sub-topics within each section. The content User interface is graphic intense, depicting pictorial characters in social situations. Over 1000 illustrations were created for the CD comprising all gestures, situations, locations and scenarios. Each piece of advice and every tip were analyzed and the appropriate illustration was created to depict the situation. This approach blends graphics, text and voice-over, to adapt to the various different learning styles of users. The learner has the advantage of being able to view the appropriate behaviors graphically, rather than just reading about it.



There are also links to related etiquette topics, for instance, 'The Art of Introduction' relates to 'Social Graces and Courtesies' and 'Conversation The Lost Skill'. This aspect relates directly to the scalability of the project.

Another key feature of the CD is the 'Sticky Notes' section, where the user can expand his/her knowledge about a particular topic. The interface serves as a tutorial, whereas the sticky notes serve as a reference guide, to how and where these rules governing behavior have arisen. Since traditional 'exchange' is not possible, in this kind of a setting, the software task is to convince the user, without knowing what their expectations may be. Recognizing that many individuals will not just be satisfied with knowing how to do a particular task, but also why it must be done in that way, the 'Sticky Notes' section anticipates possible queries by the user and provides additional information on the topic.



Finally, at the end of each module is a quiz where users can test their knowledge of what they have learned. The quiz is not designed as test, with a final score, but rather gives instantaneous feedback, on whether the user is selecting the right answer.



With more than eight years of experience in the multimedia, the team of developers managed to keep the project turnaround time to less than six weeks, which included instructional design, storyboarding, interactive content development of over 120 pages of etiquette instruction and imagery. A continuous process of review, feedback, and improvement was used before the final product was deemed ready for release. In this sense, a people-oriented business solution was created, to enable learning in organization while still taking into account business constraints and individual needs.

## About WITS Interactive

We specialise into high end technical elearning projects. We have accomplished projects for leaders in the Medical, Aviation, Publishing & Information Security industries besides others. We have our Development Centre & HQ in Mumbai with marketing offices in Austria, France, Germany & Spain.

WITS Interactive is ranked in Deloitte Technology Fast 50 India 2006, 07 & 08 and in Deloitte Technology Fast 500 Asia Pacific 2006, 07 & 08. WITS Interactive was also a winner in the Red Herring Global 2008 & Red Herring Asia Award 2006 & 08. Various other awards for our work including Best Foreign Film at ITVA Festival 2007 - Germany (itva.de) & 4th Prize at ITVA Festival 2008 etc.

Some of our key differentiators are

- 95+% client retention ratio
- 97+% projects delivery before deadline
- 70+% of our business coming from existing clients
- ISO 9001:2000 certified by BSI
- Premium Player - Driven by Quality not Price
- Young & energetic members from diversified regions & cultures
- Information Confidentiality & Information Classification aware team
- Vast Domain Knowledge & Huge expertise in the field of elearning & Interactive

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