EID-500 High-Level Design Document

Initial Design Plan

Based on the instructional needs identified in your needs assessment, complete the design elements listed below. Your responses to the prompts below should be brief but thorough.

Learner Characteristics
Describe the pertinent attributes of the target audience.
The target audience consists primarily of Gen Z and millennial males aged 18-34, representing approximately 25% of the total user base. These learners are tech-savvy, self-taught digital content creators, software engineers, or marketers who are motivated by personal branding and income generation but currently experience demoralization due to algorithmic barriers. They posses high familiarity with mobile technology and the X platform but lack advanced skills in algorithm optimization, reciprocity, and metrics analysis. Their preferred learning style is asynchronous and self-paced to accommodate busy schedules.
Content
State two or three instructional goals that you identified in your needs assessment in Topic 2.
Learners will analyze and apply X algorithm principles to craft posts that achieve higher visibility and engagement. Learners will implement daily engagement and content strategies to attain sustainable monthly follower growth.
Write at least two learning objectives based on your identified instructional goals. Ensure the objectives are observable and measurable.

Given access to their personal X analytics dashboard, learners will identify three underperforming posts and rewrite them applying the “conversation-first” algorithm principle resulting in a minimum 20% increase in impressions compared to the original post average over a 7-day testing period. Using a provided “Daily Growth Tracker” spreadsheet, learners will execute a 30-day engagement strategy requiring 5 original posts and 20 reciprocal replies daily achieving a verified follower growth of at least 15% by the end of the 30-day cycle.
Delivery and Instruction
Describe the delivery method and instructional strategies you will use.
The course will be delivered as a mobile-first, asynchronous online curriculum. Instructional strategies include microlearning to fit the learner’s busy schedules and scaffolding, where complex algorithmic concepts are broken down into step-by-step checklists. To address motivation and burnout, the course will incorporate empathetic narratives and success stories from similar small creators.
Describe the types of instructional materials that may be appropriate for your instructional solution.
Interactive Video Modules: Short, high-contrast videos explaining algorithmic mechanics. Digital Templates: Downloadable “Hook Libraries” and “Replay Frameworks” for immediate application. Performance Trackers: A “Daily Growth Tracker” spreadsheet to log metrics and visualize progress. Self-Reflection Tools: Prompts to help learners assess their mental state and avoid burnout.
Assessment
Explain how you will assess the target audience’s mastery of the objectives.
Learner mastery will be assessed through performance-based projects utilizing real-world data. Learners will be required to submit a “Growth Portfolio” containing: Before/After Analytics: Screenshots comparing engagement rates pre and post-optimization. Strategy Log: A completed 30-day engagement tracker showing adherence to the daily post/reply ratios.

Reflection Journal: A brief written analysis of which strategies yielded the highest return on investment (ROI) regarding time versus engagement.
Rationale
Describe your rationale for the design decisions you made above. Explain how the various elements in your design document (e.g., objectives, assessment, content, instructional strategies) align. Speak to how the context of the organization informed your design decisions.
The design decisions are directly informed by the performance gap identified in the needs assessment, where users fail due to a lack of systemic knowledge and 2021-era advice. An asynchronous, mobile-first format was chosen because learners are "digital natives" who prioritize flexibility. The use of microlearning and performance trackers aligns with the empathetic process described by Stefaniak (2021), addressing the specific emotional barrier of burnout and demoralization by providing tangible, incremental evidence of success. This ensures the solution is not just theoretical but solves the practical problem of "shouting into a void."

High-Level Alignment Table

Use the table below to capture your initial design plans and ensure alignment across (a) your objectives (minimum of two), (b) assessment, and (c) the content. Make sure to indicate the learning strategies that will inform the design of your content.

Objective	Assessment	Content
Example: *Homeowners will be able to reconnect the water supply lines to the new faucet, ensuring the connections are leak-free.*	*The homeowner will reconnect the water supply lines to a new kitchen faucet while being observed. The expert instructor/observer will verify with a checklist (instrument).*	• *Face-to-face instruction with video, as well as videos shared via smartphone.* • *Hands-on practice.* • *After a brief in-person introduction, step-by-step procedures will be outlined in text. A video of the full process will be shown on a laptop. The homeowner will then watch the first step of the video again, practice that step on a sample kitchen sink and faucet, then watch the second step of the video, practice that step, etc. until the full process of replacing a kitchen faucet is complete.* • *The expert instructor/observer will be present to answer questions and provide guidance as required. The homeowner will be able to practice the procedural steps as many times as they would like over one week. They will also receive video links to watch at their leisure via their smartphone.*

		• *Learning strategies*
		  ○ *Gagne's nine events*
		  ○ *Guided practice*
		  ○ *Chunking*
		  ○ *Repetition*

Objective 1: **Given access to their personal X analytics dashboard, learners will identify three underperforming posts and rewrite them applying the "conversation-first" algorithm principle, resulting in a minimum 20% increase in impressions compared to the original post average over a 7-day testing period.**	**Performance Assessment** **Learners will submit a "Content Optimization Report" including screenshots of the original versus rewritten posts and a comparative analysis of impressions data from the X analytics dashboard.**	**Module 1: Cracking the Code** **Video: How the 2026 Algorithm Ranks Replies.** **Guide: The "Conversation-First" Writing Framework** **Activity: Bad Post Autopsy: Analyzing Failed Content** **Tool: Headline & Hook Generator** **Learning Strategies** **Modeling: Showing side-by-side examples of good versus bad posts.** **Chunking: Breaking algorithm rules into single, digestible tips.**
Objective 2: **Using a provided "Daily Growth Tracker" spreadsheet, learners will execute a 30-day engagement**	**Product Assessment** **Learners will submit their completed "Daily Growth Tracker" spreadsheet verifying 30 days**	**Module 2: The Growth Engine** **Video: The 5:20 Rule: Balancing Posts & Replies** **Template: The 30-Day Growth Tracker Spreadsheet** **Case Study: From 0 to 1,000: A Timeline** **Checklist: Daily 15-Minute Routine**

strategy requiring 5 original posts and 20 reciprocal replies daily, achieving a verified follower growth rate of at least 15% by the end of the 30-day cycle.	**activity, along with a final summary screenshot of their follower count change.**	**Learning Stratgies** **Guided Practice: Learners fill out the tracker alongside a tutorial.** **Self-Regulation: Daily logging builds habit formation and accountability.**

References:

Backlinko. (2025). X (Twitter) statistics: How many people use X? https://backlinko.com/twitter-users

Clark, D. (2015). ***Needs assessments in instructional design. In Instructional system design: The ADDIE model: A handbook for learning designers.***

Rothwell, W. J., & Kazanas, H. C. (2008). ***Mastering the instructional design process: A systematic approach (4th ed).*** **Pfeiffer.**

Stefaniak, J. E. (2021). ***Needs assessment for learning and performance: Theory, process, and practice.*** **Routledge.**

Various X Users. (2025). ***Posts on struggles and strategies for X account growth*****. Retrieved via X semantic search.**