

Design For Outcomes With xAPI - A Scenario

You are a manager in the learning department of a pasta to go franchise company, Presto Pasta.

Presto Pasta has over 100 locations in 3 states across the North East, U.S. and is rapidly growing. One of Presto's business goals for the year is to increase profit by 5% through their rewards program.

A McKinsey article (Shaukat and Auerbach, 2011) states loyalty programs can generate as much as 20% of a company's profits.

Presto recently started a rewards program for customers, buy 10 pasta meals and get one free. Since the rewards program started you have been receiving negative reviews on Yelp, social media (Twitter, Instagram, and Facebook), and through your customer service lines (email and chat).

The reviews have been outlining the inconsistency of the rewards program across different stores. Customers are not being told about the rewards card or are not being given a rewards stamp after receiving their meal. You are considering going to an app format for rewards but have not moved over yet. In the meantime, you conduct an analysis to find out why customers are not hearing about or receiving rewards.

After conducting an analysis, you find that over half of your Presto locations have not been mentioning the program or offering a rewards stamp after purchase of a meal. You've found that the issue is cashiers are unsure of how to present the offer to customers or enter it into your system, so they did not present it at all. *(Some cashiers heard that they only give a stamp after select meals on the menu while others said it was after any meal. Other cashiers had issues entering the free meal into the system, which has caused confusion.)*

In response to the issue, you create a Rewards Program Guide to help make your employees more confident about promoting the rewards program. In your pilot program you do not have the Rewards Program Guide assigned to your employees, you communicate the new guide through management and also have it appear on the restaurant iPad as a pop-up at the beginning of each shift.

Based on the Rewards Program Guide and information in the scenario, how will you use xAPI to measure the effectiveness of the learning initiative?

References

Tariq Shaukat and Phil Auerbach. (2011). Loyalty: is it really working for you? [Blog post]. Retrieved from <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/loyalty-is-it-really-working-for-you>

xAPI Planning Scenario

Use the **Rewards Program Guide**, **verb list**, and **the statement example** to help you design your xAPI solution.

Things you know to be true:

- You can create custom dashboards and data visualization with your LRS.
 - The iPad the Rewards Program Guide is on contains the POS (Point Of Sale) software for the restaurant (but they may also view it on their mobile phone or desktop in the office.)
 - You have a customer service analytics team that filters reviews from customer service lines, social media, and Yelp into categories such as: Health/Safety, Rewards Program, and more. They are also separated by location.
 - You have access to a team of developers who built your POS software.
1. What information will you collect about your actors? *Hint: It doesn't just have to be their name and email.*

2. What will you track in the Rewards Program Guide? **Write at least 3 example statements using verbs from the xAPI Wrapper or create your own verbs.**

<p>actor: name: mbox:</p> <p>verb: id: display:</p> <p>object: id: definition: name:</p> <p> description:</p>	<p>actor: name: mbox:</p> <p>verb: id: display:</p> <p>object: id: definition: name:</p> <p> description:</p>
<p>actor: name: mbox:</p> <p>verb: id: display:</p> <p>object: id: definition: name:</p> <p> description:</p>	<p>actor: name: mbox:</p> <p>verb: id: display:</p> <p>object: id: definition: name:</p> <p> description:</p>

3. What verbs did you choose to use from the wrapper and why? What verbs did you choose to create and why?

4. What will you track that does not include the Rewards Program Guide? *Hint: You can bring data in from other platforms.*

5. What information will you collect from other platforms?

6. How will you use all of the data together to prove effectiveness/ineffectiveness of the learning solution?

xAPI Wrapper Verbs

```
(function(ADL){
  ADL.verbs = {
    "abandoned" : {
      "id" : "https://w3id.org/xapi/adl/verbs/abandoned",
      "display" : {"en-US" : "abandoned"}
    },
    "answered" : {
      "id" : "http://adlnet.gov/expapi/verbs/answered",
      "display" : {"de-DE" : "beantwortete",
        "en-US" : "answered",
        "fr-FR" : "a répondu",
        "es-ES" : "contestó"}
    },
    "asked" : {
      "id" : "http://adlnet.gov/expapi/verbs/asked",
      "display" : {"de-DE" : "fragte",
        "en-US" : "asked",
        "fr-FR" : "a demandé",
        "es-ES" : "preguntó"}
    },
    "attempted" : {
      "id" : "http://adlnet.gov/expapi/verbs/attempted",
      "display" : {"de-DE" : "versuchte",
        "en-US" : "attempted",
        "fr-FR" : "a essayé",
        "es-ES" : "intentó"}
    },
    "attended" : {
      "id" : "http://adlnet.gov/expapi/verbs/attended",
```

```
"display" : {"de-DE" : "nahm teil an",
             "en-US" : "attended",
             "fr-FR" : "a suivi",
             "es-ES" : "asistió"}
},
"commented" : {
  "id" : "http://adlnet.gov/expapi/verbs/commented",
  "display" : {"de-DE" : "kommentierte",
              "en-US" : "commented",
              "fr-FR" : "a commenté",
              "es-ES" : "comentó"}
},
"completed" : {
  "id" : "http://adlnet.gov/expapi/verbs/completed",
  "display" : {"de-DE" : "beendete",
              "en-US" : "completed",
              "fr-FR" : "a terminé",
              "es-ES" : "completó"}
},
"exited" : {
  "id" : "http://adlnet.gov/expapi/verbs/exited",
  "display" : {"de-DE" : "verließ",
              "en-US" : "exited",
              "fr-FR" : "a quitté",
              "es-ES" : "salió"}
},
"experienced" : {
  "id" : "http://adlnet.gov/expapi/verbs/experienced",
  "display" : {"de-DE" : "erlebte",
              "en-US" : "experienced",
              "fr-FR" : "a éprouvé",
              "es-ES" : "experimentó"}
},
"failed" : {
  "id" : "http://adlnet.gov/expapi/verbs/failed",
  "display" : {"de-DE" : "verfehlte",
              "en-US" : "failed",
              "fr-FR" : "a échoué",
              "es-ES" : "fracasó"}
},
"imported" : {
  "id" : "http://adlnet.gov/expapi/verbs/imported",
  "display" : {"de-DE" : "importierte",
              "en-US" : "imported",
              "fr-FR" : "a importé",
              "es-ES" : "importó"}
},
"initialized" : {
  "id" : "http://adlnet.gov/expapi/verbs/initialized",
  "display" : {"de-DE" : "initialisierte",
              "en-US" : "initialized",
              "fr-FR" : "a initialisé",
              "es-ES" : "inicializó"}
```

```
},
"interacted" : {
  "id" : "http://adlnet.gov/expapi/verbs/interacted",
  "display" : {"de-DE" : "interagierte",
    "en-US" : "interacted",
    "fr-FR" : "a interagi",
    "es-ES" : "interactuó"}
},
"launched" : {
  "id" : "http://adlnet.gov/expapi/verbs/launched",
  "display" : {"de-DE" : "startete",
    "en-US" : "launched",
    "fr-FR" : "a lancé",
    "es-ES" : "lanzó"}
},
"mastered" : {
  "id" : "http://adlnet.gov/expapi/verbs/mastered",
  "display" : {"de-DE" : "meisterte",
    "en-US" : "mastered",
    "fr-FR" : "a maîtrisé",
    "es-ES" : "dominó"}
},
"passed" : {
  "id" : "http://adlnet.gov/expapi/verbs/passed",
  "display" : {"de-DE" : "bestand",
    "en-US" : "passed",
    "fr-FR" : "a réussi",
    "es-ES" : "aprobó"}
},
"preferred" : {
  "id" : "http://adlnet.gov/expapi/verbs/preferred",
  "display" : {"de-DE" : "bevorzugte",
    "en-US" : "preferred",
    "fr-FR" : "a préféré",
    "es-ES" : "prefirió"}
},
"progressed" : {
  "id" : "http://adlnet.gov/expapi/verbs/progressed",
  "display" : {"de-DE" : "machte Fortschritt mit",
    "en-US" : "progressed",
    "fr-FR" : "a progressé",
    "es-ES" : "progresó"}
},
"registered" : {
  "id" : "http://adlnet.gov/expapi/verbs/registered",
  "display" : {"de-DE" : "registrierte",
    "en-US" : "registered",
    "fr-FR" : "a enregistré",
    "es-ES" : "registró"}
},
"responded" : {
  "id" : "http://adlnet.gov/expapi/verbs/responded",
  "display" : {"de-DE" : "reagierte",
```

```
    "en-US" : "responded",
    "fr-FR" : "a répondu",
    "es-ES" : "respondió"}
},
"resumed" : {
  "id" : "http://adlnet.gov/expapi/verbs/resumed",
  "display" : {"de-DE" : "setzte fort",
    "en-US" : "resumed",
    "fr-FR" : "a repris",
    "es-ES" : "continuó"}
},
"satisfied" : {
  "id" : "https://w3id.org/xapi/adl/verbs/satisfied",
  "display" : {"en-US" : "satisfied"}
},
"scored" : {
  "id" : "http://adlnet.gov/expapi/verbs/scored",
  "display" : {"de-DE" : "erreichte",
    "en-US" : "scored",
    "fr-FR" : "a marqué",
    "es-ES" : "anotó"}
},
"shared" : {
  "id" : "http://adlnet.gov/expapi/verbs/shared",
  "display" : {"de-DE" : "teilte",
    "en-US" : "shared",
    "fr-FR" : "a partagé",
    "es-ES" : "compartió"}
},
"suspended" : {
  "id" : "http://adlnet.gov/expapi/verbs/suspended",
  "display" : {"de-DE" : "pausierte",
    "en-US" : "suspended",
    "fr-FR" : "a suspendu",
    "es-ES" : "aplazó"}
},
"terminated" : {
  "id" : "http://adlnet.gov/expapi/verbs/terminated",
  "display" : {"de-DE" : "beendete",
    "en-US" : "terminated",
    "fr-FR" : "a terminé",
    "es-ES" : "terminó"}
},
"voided" : {
  "id" : "http://adlnet.gov/expapi/verbs/voided",
  "display" : {"de-DE" : "entwertete",
    "en-US" : "voided",
    "fr-FR" : "a annulé",
    "es-ES" : "anuló"}
},
"waived" : {
  "id" : "https://w3id.org/xapi/adl/verbs/waived",
  "display" : {"en-US" : "waived"}
```



```
}  
};  
{window.ADL = window.ADL || {}};
```

Statement Example (All bold text is created by you!)

actor:

name: **Melissa Milloway**
mbox: **mmilloway87@gmail.com**

verb:

id: **http://adlnet.gov/expapi/verbs/experienced**
display: **experienced**

object:

id: **http://example.com/activities/accordion-1**
definition:
 name: **accordion 1**

description: **in Rewards Program Guide**

Blank statement

actor:

name:
mbox:

verb:

id:
display:

object:

id:
definition:
 name:

description: