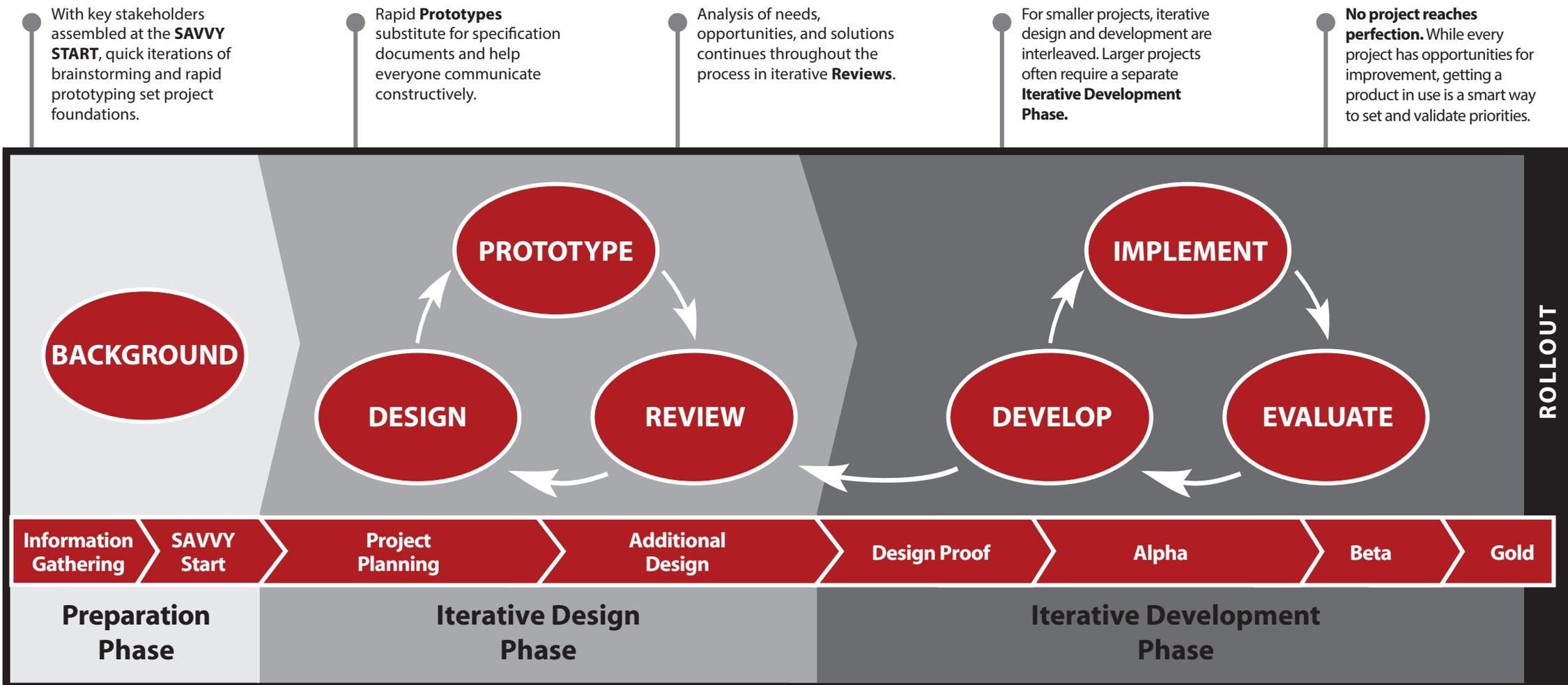




# LEAVING ADDIE FOR SAM

An Agile Model for Developing the Best Learning Experiences

by Michael Allen with Richard Sites



With key stakeholders assembled at the **SAVVY START**, quick iterations of brainstorming and rapid prototyping set project foundations.

Rapid **Prototypes** substitute for specification documents and help everyone communicate constructively.

Analysis of needs, opportunities, and solutions continues throughout the process in iterative **Reviews**.

For smaller projects, iterative design and development are interleaved. Larger projects often require a separate **Iterative Development Phase**.

**No project reaches perfection.** While every project has opportunities for improvement, getting a product in use is a smart way to set and validate priorities.

## Fundamental Principles

The Successive Approximation Model, SAM, is clearly defined and manageable, yet encourages creativity and experimentation throughout. It consistently reveals the design as it evolves, and it does so in ways that all stakeholders can see and evaluate. It helps all team members communicate, contribute, and collaborate.

Small, purposeful, iterative steps facilitate analysis and evaluation and clarify pathways to success. Each phase sets forth definitive milestones for marking completion, targeted moments for reaching agreement and consensus, and practicalities for managing budget and resources.

**Iterative Design** works in layers to quickly address all types of content before refining designs in greater depth.  
**Iterations** are limited to 3, *plus or minus 2*.

All design decisions are represented in the **Design Proof** example to confirm a good direction before content development begins on a large scale.

The **Alpha** provides enough usability for early use and evaluation. The **Beta** is the first release candidate and becomes **Gold** ahead of schedule if it's bug free.

