

# Reimagining Automotive Technician Training with Engaging Immersive Solutions

## The Client

The client is a leading post-secondary institution providing training for students preparing for careers as professional automotive, diesel, collision repair, motorcycle, marine, CNC machining and welding technicians. With over 220,000 graduates, their programs, some completed in under a year, are known for high-quality, hands-on training and strong industry partnerships

## The Challenge

The client sought to transform their multiple automotive training courses into immersive learning modules. They aimed to boost engagement and improve learning outcomes by incorporating simulations, interactive activities, and animated videos, fostering a 'learn by doing' environment. Additionally, they needed to ensure all learning materials were accessible and compliant with relevant standards. This required a comprehensive redesign of their instructional approach to create engaging and practical learning experiences.

## Critical Success Parameters

- ✓ Understand the institution's business and learning efficacy goals to ensure the project aligns with their strategies, cost and timelines.
- ✓ Involve SMEs and IDs to provide valuable insights, feedback and importantly - real world technical knowledge and best practices.
- ✓ Reimagine the instructional approach and identify suitable areas to introduce engaging immersive experiences to enhance learning.

## Our Solution

- ✓ Worked closely with the customer to understand the current learning approach, student challenges, and feedback.
- ✓ Developed a robust pedagogical strategy to support the integration of new interactive elements and ensure effective learning.
- ✓ Re-envisioned the instructional treatment to promote engagement, interaction, and exploration using creative animations and scenario-based virtual simulations to meet learning objectives.
- ✓ Collaboratively planned, prioritized, and executed the rebuild of the entire course, including media and interactive outcomes, ensuring transparency, quality, and seamless delivery.



## Key Result Highlights

Multi-year engagement

**5+** Courses reimagined

**40+** Engaging Interactive Animations

**35+** Scenario based simulations and virtual labs