

## Summary

In an attention-scarce world, it is undeniable that traditional eLearning methods must be revamped. PowerPoints consisting of lengthy slideware, wordy bullet points, and minimal visuals are simply ineffective and are becoming increasingly obsolete. Fortunately, in BlueCat's Customer Learning department, we took note of this early in the development of *BlueCat Fundamentals* eLearning course.

The problem presented in traditional eLearning courses is that the majority only target two of the four major learning modalities. BlueCat's Customer Learning department honours that everyone learns differently. Some people learn best by listening (auditory learning style); reading (linguistic learning style); watching (visual learning style); or doing (kinesthetic learning style).

To accommodate the needs of all students, we provide opportunities for auditory, linguistic, visual and kinaesthetically dominant learners to maximize their learning potential. By balancing the use of visuals, videos, and simulations to support course content, all students are able to retain more information and acquire a deeper understanding of the subject matter.

In turn, our incorporation of visual and kinesthetic learning modalities allow the user to be more engaged throughout the course. Rather than feeling like a spectator, students truly feel that they are part of the experience and are increasingly motivated as they advance through the modules.

By coupling course curriculum with various interactive learning experiences, we provide ample exposure to the functions and possibilities of the BlueCat Address Manager. By the end of the course, students are able to reinforce what they have learned in the BlueCat Video Library and the BlueCat Simulation Library.

For maximum transfer of knowledge, students can utilize the BlueCat Simulation Library. The most common tasks performed on the BlueCat Address Manager can be practiced within an accurate simulation.

As of now, our students are very content; however, this does not mean that there is no room for improvement. Given the importance of user engagement, we hope to expand on our current learning modalities in the near future. By referencing student feedback and conducting solid research, we hope to make a greater impact in every student's learning experience with BlueCat.