Retired Racers Safety Training Case Study

Project Overview

At Retired Racers, a nonprofit greyhound rescue, inconsistent volunteer training had led to safety concerns for both dogs and humans. I designed a blended training solution-combining eLearning with in-person coaching-to increase confidence, safety, and consistency among volunteers.

This course was built using the ADDIE model and featured storytelling, scenarios, and a welcoming tone that matched the organization's mission.

The Challenge

Following the pandemic, high volunteer turnover and inconsistent onboarding led to preventable incidents-injuries caused by well-meaning volunteers who didn't receive clear or complete training. The organization needed a scalable solution to help new volunteers feel prepared and empowered.

My Process

Analyze:

- Conducted a needs analysis through SME interviews and incident reports
- Created an action map to identify high-impact behaviors and structure the course content

Design:

- Developed a style guide to ensure a warm, clean visual tone
- Created a visual prototype featuring Sadie (narrator) and Gizmo (her greyhound guide)
- Wrote a detailed storyboard with narration, graphics, and interactive elements

Develop:

- Built the full course in Articulate Storyline
- Included branching scenarios, interactive hotspots, and audio narration
- Designed around the H.O.U.N.D. safety protocol:
  * Home Safe Home

Retired Racers Safety Training Case Study

  * Observe Details

  * Use Consistent Commands

  * Navigate Safely

  * Don't Hesitate to Ask for Help

Implement & Evaluate:

- Piloted with new volunteers

- Received SME approval and positive feedback on clarity, tone, and improved learner readiness

Key Deliverables

* Action Map

* Style Guide

* Visual Prototype

* Storyboard

* Final eLearning Course (Articulate Storyline)

Available on request or as embedded media/screenshots.

Why It Matters

This project confirmed everything I love about instructional design: collaborating with SMEs, designing with empathy, and creating content that helps real people feel confident and capable.

It's also where I realized-I'm not just a designer.
I'm an instructional designer who also shines in the training room.

Want to Connect?

Looking for someone who can build effective learning from the ground up-and deliver it with energy, clarity, and care?