# GETTING AlIGNED WITH DATA

## 26 Questions to kick off your xAPI project

As we leverage the enhanced data capabilities of xAPI, instructional designers need to think more deeply about the data in the learning and the performing can be aligned to show results. Ask yourself these questions as you get started.

### THE GOAL
- **What is your business goal?**
- **How is it measured?**
- **Where is this data?**
- **What behaviors show progress?**
- **How are they measured?**
- **Where is the data?**

### INTERVENTION
- **What is being designed to improve behavior(s) toward the goal(s)?**
- **How will it be measured?**
- **Where will this data be?**
- **Do you have a baseline now?**

### YOUR HYPOTHESIS
- **What hypotheses about the learning and its impact(s) on behavior and results are being explored?**
- **Will collected data lead to conclusion about the hypotheses?** (if not, go back to the beginning)

### LEARNING RECORDS
- **How will activity statements be generated and sent?**
- **What activities will you track?**
- **What verbs will you use?**
- **What content will you store?**

### COLLECTING DATA
- **What LRS will you use?**
- **What part does your LMS play?**
- **What is the best way to convey the results and show meaning?**

### SHARING RESULTS
- **Who will see your results?** Learners? Leaders? L&D team?
- **How will they access these results?**
- **How will they give feedback?**

### ITERATE
- **What did you learn about the learning experience?**
- **What did you learn about the impact on performance?**
- **What will you amplify? modify? eliminate?**
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