



**GIANT BRAIN**

Instructional Design and Development

# Yogathon Comprehensive Evaluation Plan

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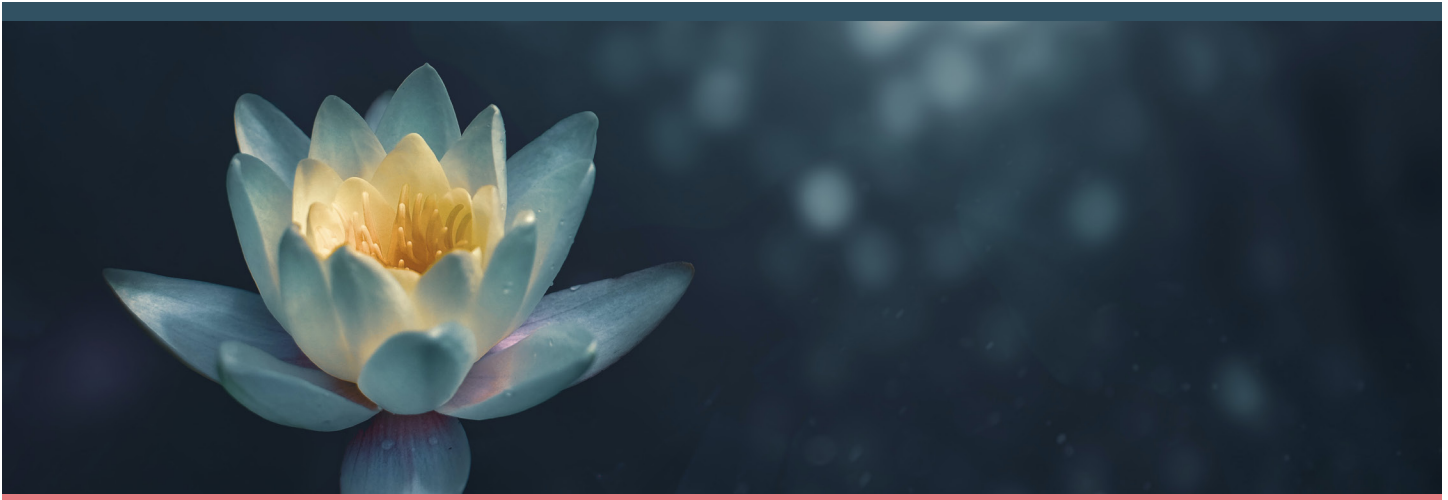
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# Contents

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<b>Introduction.....</b>	<b>3</b>
<b>Stakeholder Descriptions .....</b>	<b>3</b>
Yogathon .....	3
GiantBrain.....	3
Learners .....	3
<b>Learning Goals .....</b>	<b>4</b>
Entry Behaviors .....	4
Entry Knowledge .....	5
Learning Objectives.....	6
<b>Program Description .....</b>	<b>7</b>
<b>Context .....</b>	<b>7</b>
Performance Context.....	7
Learning Context .....	8
<b>Evaluation .....</b>	<b>8</b>
Description of the Evaluation.....	8
The Kirkpatrick Model.....	8
Yogathon Evaluation Breakdown.....	10
Yogathon Evaluation Timing .....	11
Level 1 Reaction - Questions .....	11
Level 2 Learning - Questions.....	11
Level 3 Behavior - Questions .....	12
Level 4 Results - Questions.....	13
<b>Sharing of Lessons Learned .....</b>	<b>13</b>



## Introduction

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Yogathon is an e-commerce yoga teaching platform which boasts hundreds of hours of training in their online library. Accessible through their mobile app and via desktop PC, the training is tailored to all levels of yoga practitioners from beginners to advanced. An introduction with a description of the materials, workshop, course, or program to be evaluated

## Stakeholder Descriptions

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### Yogathon

Founded in 2010 by Guy Quinn and Boolean Smith, **Yogathon** is the world's leading e-commerce platform for yoga and fitness enthusiasts. The company boasts an impressive 60% annual growth rate since the founding in 2010. Yogathon is continuously developing new training videos featuring some of the worlds foremost experts. All training consists of online, self-paced courses and materials.

### GiantBrain

**GiantBrain** is an Instructional Design firm which specializes in writing, developing, and producing educational materials. We offer the tools you need to create a multitude of learn experiences designed to suite your exact needs. Whether it's a series of micro learning elements, gamification of a new or existing course, on demand learning, in-person events, or development and production of and entire course catalogs, GiantBrain is there for you.

### Learners

Yogathon subscribers are generally younger (18–34) savvy users of technology who have access to high speed internet and are comfortable taking classes online. Their goals are to stay healthy, fit, and relaxed while learning new yoga skills and techniques. They prefer to have new, expertly created content to consume whenever possible.



Table 1. Stakeholder Analysis

Stakeholders	Needs and Expectations	Level of Importance
Yogathon Shareholders	<ul style="list-style-type: none"> <li>Maximize profits</li> <li>Organizational reactivity to business environments</li> <li>Management of programs</li> <li>Preservation of business practices and intellectual property</li> </ul>	High
Yogathon Employees	<ul style="list-style-type: none"> <li>Decent working conditions (fair pay, career management, healthy working environment, etc.)</li> <li>Job security</li> </ul>	High
Yogathon Clients	<ul style="list-style-type: none"> <li>Quickly learn new skills in yoga</li> <li>Conveniently learn new skills in yoga from any location and time</li> <li>Confidence in the organization to be proactive in identifying and solving evolving client needs</li> <li>Product safety</li> </ul>	Very High
Giant Brain Shareholders	<ul style="list-style-type: none"> <li>Maximize profits</li> <li>Organizational reactivity to business environments</li> <li>Management of programs</li> <li>Preservation of business practices and intellectual property</li> </ul>	High
Giant Brain Employees	<ul style="list-style-type: none"> <li>Decent working conditions (fair pay, career management, healthy working environment, etc.)</li> <li>Job security</li> </ul>	High
Society	<ul style="list-style-type: none"> <li>Social responsibility</li> <li>Environmental responsibility</li> <li>Public safety</li> <li>Legal compliance</li> <li>Transparency and truthfulness</li> </ul>	High

## Learning Goals

### Entry Behaviors

The Yogathon courses are purposefully designed to require a minimal amount of entry behaviors and skills for each tailored skill levels.

Table 2. Entry Behaviors

Description	Beginner	Intermediate	Advanced
Ability to download, subscribe, and log into the Yogathon mobile app	✓	✓	✓
Ability to physically move, flex, and hold a pose	✓	✓	✓
A physical space where the users body can stand, sit, lay, and fully extend without touching another person or object	✓	✓	✓
An intermediate knowledge of and experience with the practices and techniques of Yoga	✗	✓	✓
An advanced knowledge of and experience with the practices and techniques of Yoga	✗	✗	✓



## Entry Knowledge

- A learner taking the Beginner level would not require any knowledge before hand.
- It is suggested that a learner taking the Intermediate level would know the following ten basic poses:
  - Child's Pose
  - Downward-Facing Dog
  - Plank Pose
  - Four-Limbed Staff Pose
  - Cobra Pose
  - Tree Pose
  - Triangle Pose
  - Seated Half-Spinal Twist Pose
  - Bridge Pose
  - Corpse Pose
- It is suggested that a learner taking the Advanced level would know the ten basic poses required for the intermediate level as well as a solid understanding of pose variations, strength exercises, breath control, and the ability to hold yoga poses for at least 30 seconds. It is suggested that the learner know the following 5 intermediate poses:
  - Chin Stand
  - Dhanurasana (Bow Pose)



- Compass Pose
- Boat Pose
- Forearm Stand

## Learning Objectives

In all three levels, learners will practice Yoga focusing on strength, flexibility, stamina, and relaxation. Breathing exercises and healthy fitness activities will also be taught.

By the end of the **Beginner** course, learners will be able to apply the knowledge of basic sequencing and muscle group management, assess their current physical fitness level, and perform the following ten basic yoga poses:

- Child's Pose
- Downward-Facing Dog
- Plank Pose
- Four-Limbed Staff Pose
- Cobra Pose
- Tree Pose
- Triangle Pose
- Seated Half-Spinal Twist Pose
- Bridge Pose
- Corpse Pose

By the end of the **Intermediate** course, learners will be able to demonstrate their understanding of health-related fitness components including cardioresperatory endurance, flexibility, and body composition as well as perform the following five intermediate poses:

- Chin Stand
- Dhanurasana (Bow Pose)
- Compass Pose
- Boat Pose
- Tittibhasana



By the end of the **Advanced** courses, learners will be able to apply the knowledge of basic choreography, apply basic group management, and perform the following five advanced poses:

- Flying Crow
- Forearm Stand
- Astavakrasana (Eight-Angle Pose)
- Mermaid Pose
- Nataranjasana (Dancer Pose)

An learner who successfully completes the Advanced courses would be prepared to begin taking the additional courses required to become a certified Yoga Instructor.

## Program Description

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In early 2022, Yogathon contracted Giant Brain to develop training videos of yoga instruction with the subject matter experts on-site in Ubud, India. The completed instruction was delivered to Yogathon on-time in December 2022 and subsequently posted on the Yogathon app. The delivery consisted of 40 total hours of video yoga instruction at three levels:

- 20 hours at beginner level
- 10 hours at intermediate level
- 10 hours at advanced level

The videos themselves are high definition quality and formatted for mobile screens. They also were made available in audio only format.

The Yogathon curriculum was designed to help yoga practitioners of all skill levels to learn about fitness, strength, flexibility, breath control, and motivation. The curriculum includes instruction and demonstration that build each of these experiences, and interests. While the successful completion of the three levels of instruction does not lead to any official certification or accrual of credit hours, they do build on each other to form an understanding of Yoga practices which prepares a learner for course work to become a certified Yoga Instructor.

Ongoing evaluation is performed during and after delivery of the training to ensure that training being delivered is effective and meets stakeholder goals. Because of the nature of the delivery system for the Yogathon course material, all the evaluations are made available to the learners through the app. The evaluators then receive reports with the evaluation reports.

## Context

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### Performance Context

Yogathon learners will be able to use their yoga skills in a variety of contexts including, but not limited



to, at home and in a traditional yoga studio. A typical practitioner can benefit from yoga during their lives through increased overall health, increased flexibility, and increased levels cardiovascular health. A typical Yogathon student is one who may not necessarily have great health, but is instead one who is attempting to better their overall health. They are motivated by short- and long-term self-improvement. They are using the Yogathon app because they are either unable or unwilling to attend an in-person yoga class. They will require a minimal amount of equipment no managerial support

## Learning Context

The learning context for Yogathon training is anywhere that a learner has access to high speed internet as training courses are delivered through the Yogathon application on any PC or mobile device.

# Evaluation

## Description of the Evaluation

The purpose of these evaluations is to demonstrate the effectiveness of the self-paced, online Yogathon courses in educating learners in the practice of yoga by successfully completing the stated learning objectives. All of the Yogathon content is distributed to users through their mobile device app or desktop PC. Evaluations are also delivered through the mobile device app or desktop PC in the form of voluntary surveys which align to the four Kirkpatrick levels of evaluation.

## The Kirkpatrick Model

The Kirkpatrick Model recognized as the standard in training and learning programs evaluation. Created by Donald Patrick in 1959, and then updated in 1975 and 1993, the model can help instructional designers understand and quantify how effective their courses are.

The Kirkpatrick model is divided into four levels which is often visualized using a pyramid. It can be used to assess formal and informal training methods and looks at four criteria levels: reaction, behavior, learning, and results.

### Level 1: Reaction

The first level of evaluation measures if the learner's reaction to the training. Did they find the training engaging, valuable, and relevant to their jobs or function. It's important to note that level 1 asks questions that are focused on the learner rather than the trainer.

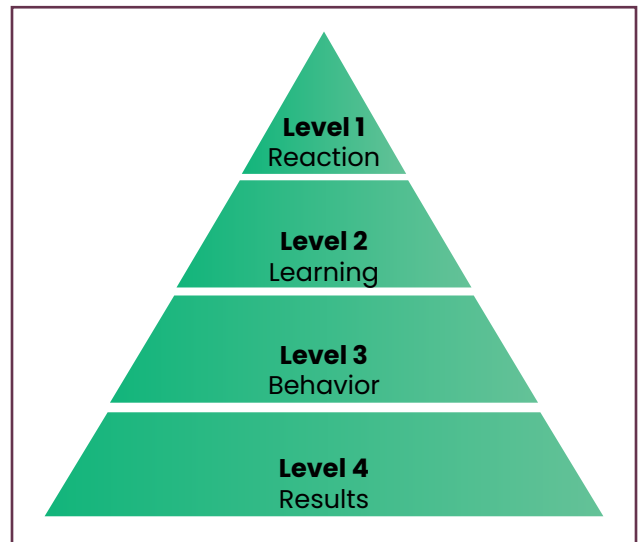


Figure 1. The Kirkpatrick Pyramid





Some examples of Level 1 questions might be:

- Did you feel that the training was worth your time?
- Did you like the presentation style?
- Was the training engaging?
- Based on what you learned, what do you plan to apply at your job?

### **Level 2: Learning**

The second level of evaluation measures the skills, knowledge, and attitude students have learned after completing the training. It also asks the learners to talk about what they think they will be able to do now that they could not do before the training and how confident they are with their new skill(s). The key to this level is to ask the learners specifically about each of the learning objectives. To get an even more accurate accounting of the learners' progress you could also ask this set of questions before training and then again after.

Some examples of Level 2 questions might be:

- Now that you have completed the training, how confident that you could perform the task?
- Do you think you have gained the skills listed in the learning objectives?
- Do you feel that you can apply what you have learned at your work?

### **Level 3: Behavior**

The third level of evaluation measures how well the learners can apply what they learned. Assessing this behavior change makes it possible to understand if the material was understood and, more importantly, how much the student is applying what they learned at their work or within their function.

Some examples of Level 3 questions might be:

- Are you using what you learned in class at your workplace?
- Are there noticeable changes in your job performance since completing the training?
- Are there obstacles present which are preventing you from fully utilizing your newly learned skills?

### **Level 4: Results**

The fourth and final level of evaluation measures the return on your investment in training. It investigates how well you've reached the goals you set out to accomplish through your training. The direct results of completing your training. This portion of the evaluation is best given to the learner after a period of time (1–6 months) after training is complete so that the learner has time to gain the information.



Some examples of Level 4 questions might be:

- Are you making fewer errors or re-working projects less at work since completing your training?
- Have you noticeably reduced the gaps in knowledge that you had prior to training?
- To what extent did the training help you achieve your professional and personal goals?

## Yogathon Evaluation Breakdown

The Yogathon business model is built on mobility and convenience for the user. Since there is no brick and mortar location for learners to visit or take classes in, all the courses are delivered through the Yogathon mobile app. That means the evaluations are delivered through the app as well. They are voluntary but the user will be prompted multiple times each week and will be given a small monthly account credit when they complete them.

Because the evaluation is being delivered on the app most of the questions are given using a Likert Scale, otherwise known as a satisfaction scale, from one to five. One being that the user strongly disagrees with the statement proposed to them, three meaning that they neither agree or disagree with the statement proposed to them, and five being that they strongly agree with the statement proposed to them. The Likert Scale was chosen as the primary evaluation device because best practice for any sort of survey being delivered on mobile devices is to minimize the amount of typed in answers that the user needs to fill out on their phone. After the survey is complete their results are compiled using the application programming interface (API), which is built into the Yogathon app, and is then delivered automatically to the evaluators as Giant Brain.

A sample of the app-based evaluations can be found by visiting here: [Yogathon Evaluation example](#).

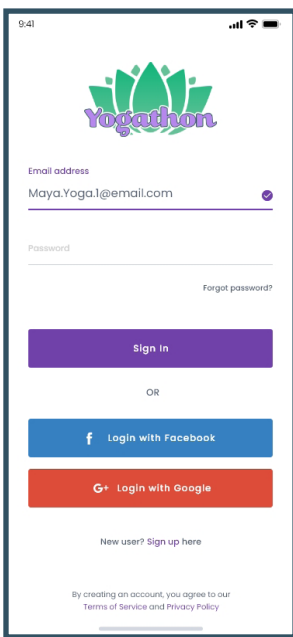


Figure 3. Yogathon Log In Screen

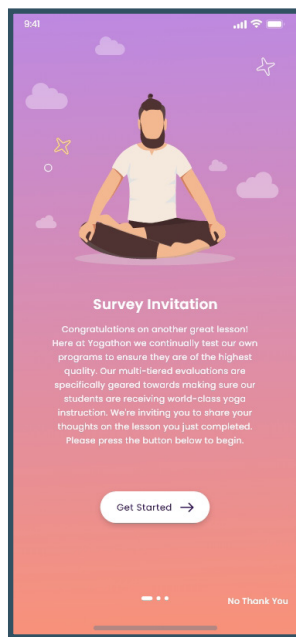


Figure 4. Introduction survey level 1

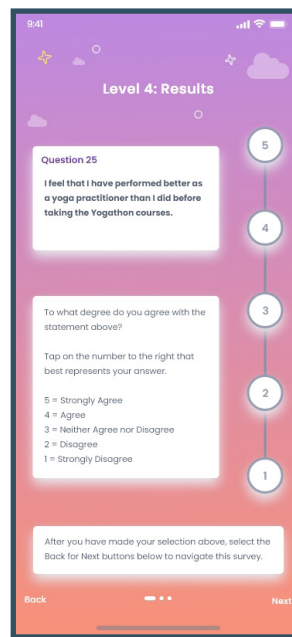


Figure 5. Example of a Level 4 question

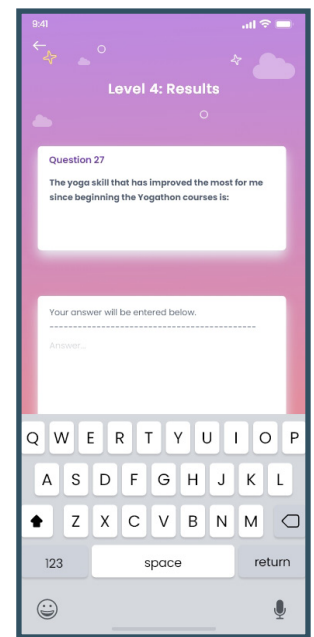


Figure 6. Example of a Level 4 question the user must fill out



## Yogathon Evaluation Timing

Because the four Kirkpatrick Evaluation levels are best delivered to the learner at different times, they must be scheduled. The Yogathon app tracks learners progress through the courses, including start and completion times. The dates on this schedule are based on individualized completion times.

Table 3. Evaluation Type Use Cases

Evaluation Level	Presentation Timing
Level 1: Reaction	<ul style="list-style-type: none"> <li>Immediately after a learner completes a lesson on its own</li> <li>Immediately after a learner completes a course bundled with questions from the other three levels</li> </ul>
Level 2: Learning	<ul style="list-style-type: none"> <li>Immediately after a learner completes a course on its own</li> <li>A predetermined amount of time (2 weeks, 4 weeks, 6 weeks) after a learner completes a course bundled with questions from the other three levels</li> </ul>
Level 3: Behavior	<ul style="list-style-type: none"> <li>A predetermined amount of time (2 weeks, 4 weeks, 6 weeks) after a learner completes a course bundled with questions from the other three levels</li> </ul>
Level 4: Results	<ul style="list-style-type: none"> <li>A predetermined amount of time (2 weeks, 4 weeks, 6 weeks) after a learner completes a course bundled with questions from the other three levels</li> </ul>

## Level 1 Reaction - Questions

Table 4. Level 1 Questions

Question	Rationale	Question Format
Overall, I was satisfied with the Yogathon training courses that I participated in?	Initial Reaction to the course	Likert Scale (1-5)
The training was an effective use of my time and helped me improve my knowledge and practice of Yoga.	Initial thoughts on effectiveness of the course	Likert Scale (1-5)
The courses covered a sufficient amount of material.	Gauging reaction to the completeness of instruction	Likert Scale (1-5)
The courses were presented using techniques and equipment which were appropriate for the subject matter.	Gauging the reaction to the techniques and technology used to deliver the instruction	Likert Scale (1-5)
The training addressed my needs as a practitioner of Yoga.	Gauging reaction to the user's needs being met	Likert Scale (1-5)
The training style, including the pace, delivery method, and online location worked well for my needs.	Gauging reaction to the style of the instruction	Likert Scale (1-5)
The training has motivated me to learn more yoga including advanced techniques.	Gauging reaction to the level of motivation the course provided to the user	Likert Scale (1-5)

## Level 2 Learning - Questions

Table 5. Level 1 Questions

Question	Rationale	Question Format
I have gained new knowledge about Yoga using the training delivered by Yogathon.	Gauging increase of knowledge	Likert Scale (1-5)
I can now apply the knowledge I learned without having to follow along with the videos in the Yogathon app.	Gauging application of knowledge	Likert Scale (1-5)
While using the Yogathon app I did not encounter any barriers to learning the material.	Gauging barriers to learning	Likert Scale (1-5)



Table 5. Level 1 Questions continued

Question	Rationale	Question Format
The Yogathon culture helps promote learning and is one factor in my success as a yoga practitioner.	Gauging the effect of the Yogathon culture on the learner	Likert Scale (1-5)
What is the biggest change that you have noticed in your knowledge and practice of yoga since beginning your Yogathon.	Gauging how the learning had changes the way they practice yoga	Descriptive
What, if any, are the topics from the training that you still don't understand?	Gauging any holes in the lessons	Descriptive
Are there any yoga or fitness topics that you would like to pursue learning in the future?	Gauging the learners future plans, helps guide future lesson plans	Descriptive

### Level 3 Behavior - Questions

Table 6. Level 3 Questions

Question	Rationale	Question Format
I have noticed a positive change in my ability to perform yoga when I am practicing along with the Yogathon videos.	Gauging positive change as a result of the lesson	Likert Scale (1-5)
I have noticed a positive change in my ability to perform yoga when I am practicing, even when not following along with the Yogathon videos.	Gauging positive change as a result of the lesson	Likert Scale (1-5)
Since beginning the Yogathon courses, I am spending less time reviewing the various poses and requesting help during class.	Gauging how the lessons have made the learners yoga practice more time effective	Likert Scale (1-5)
I have noticed a positive change in my physical fitness since beginning taking the Yogathon courses.	Gauging how the learners health had changed	Likert Scale (1-5)
The Yogathon instructors have done a great job at keeping me motivated to continue improving my skills as a yoga practitioner.	Gauging the how motivation levels have been effected	Likert Scale (1-5)
When I first began taking the Yogathon courses, I most often used the courses designated as:	Gauging the learners starting skill level	Descriptive
Currently, the Yogathon courses I most often use are the courses designated as:	Gauging the learners current skill level after attending trainging	Descriptive
How long ago did you begin using the Yogathon courses?	Gauging how long it has taken the learner to become proficient	Descriptive
When you first began using the Yogathon Courses, how many times per week were you logging into your account and participating in a course?	Gauging how offer training was required to attain proficiency	Descriptive
Currently, how many times per week are you logging into your account and participating in a course?	Gauging current/maintained interest in the lessons	Descriptive



## Level 4 Results - Questions

Table 7. Level 4 Questions

Question	Rationale	Question Format
I feel that I have performed better as a yoga practitioner than I did before taking the Yogathon courses.	Gauging personal preference for the lessons	Likert Scale (1-5)
I am making less errors with my stances, posing, and breathing since beginning the Yogathon courses.	Gauging how much the lessons have helped improve the learners accuracy	Likert Scale (1-5)
Yogathon has help me reach my personal fitness goals.	Gauging if the learner has achieved fitness goals after training	Likert Scale (1-5)
Yogathon has help to motivate me to reach my personal and professional goals outside of yoga.	Gauging how the lessons have effected the learners movitation levels	Likert Scale (1-5)
The yoga skill that has improved the most for me since beginning the Yogathon courses is:	Gauging the most successful lesson from the training	Descriptive
The yoga skill that I have struggled the most with improving since beginning the Yogathon courses is:	Gauging the lesson(s) that need to be revised to make them more effective	Descriptive
Please describe below how Yogathon has effected you physically, emotionally, and spiritually since signing up.	Gauging the learners overall response after completing the training	Descriptive

## Sharing of Lessons Learned

Because Yogathon has thousands of learners taking hundreds of lessons each day, the number of evaluations being taking monthly is quite high. Those numbers, along with other user data including activity levels, devices used, time spent, lesson trends and more are collected by the Yogathon app and automatically exported to the Dynatures customized dashboarding system. The dashboard is tailored to display a specific set of data specific to the needs of Yogathon. This data is continually delivered to Yogathon for analyzation by their team of data analysts. The data is sumarized in a monthly report as well as an annual report to visibility on trends within the business and to help planning for future lesson plans.

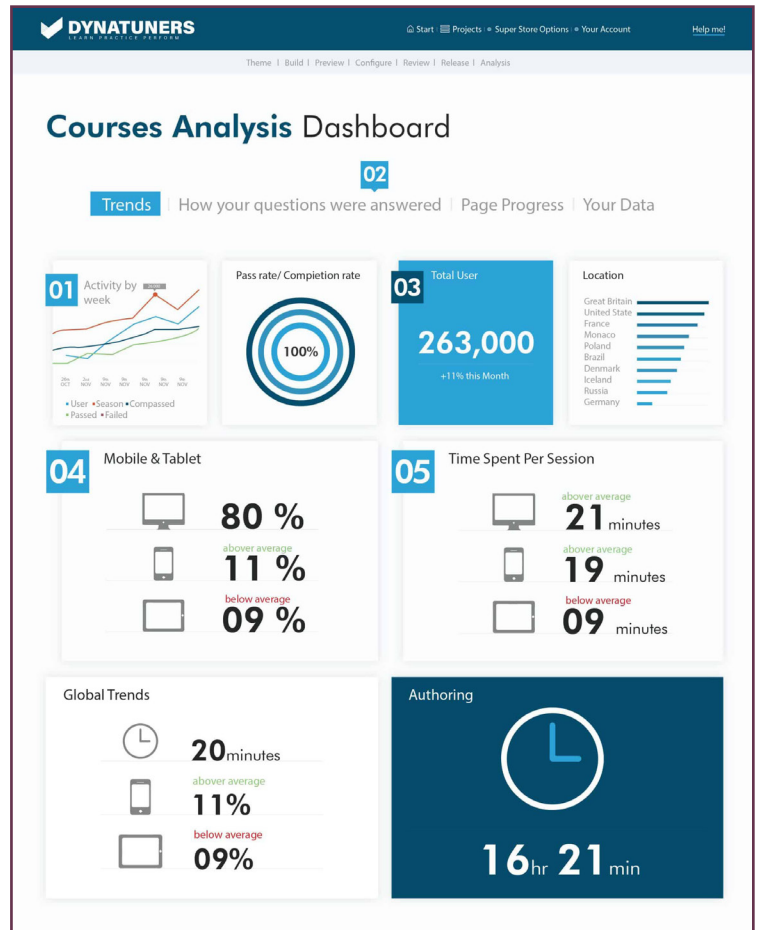


Figure 7. Dynatures KPI Dashboard