



Tribeagency makes quiz building a snap for the National Council of State Boards of Nursing

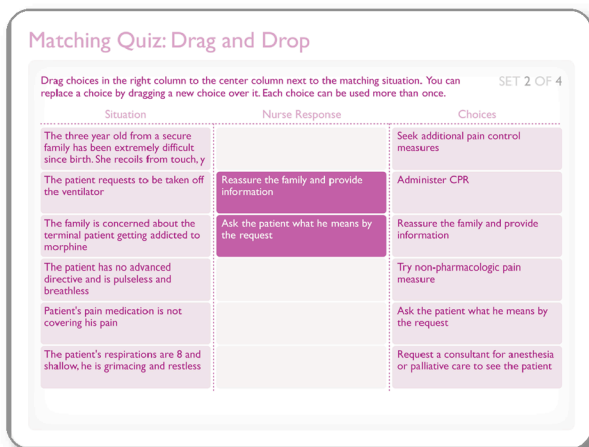


Market

- Nursing is an ever-changing industry, and those who work in the profession must apply new medical techniques and practices on a daily basis. In order to keep abreast of these developments, medical institutions require their nursing staff to participate in ongoing regulatory compliance courses and licensing examinations.
- With the demands of the medical profession taking precedent, nursing professionals have limited time to study for these crucial courses and exams. Utilizing the Internet as a 24-hour, seven day a week study destination is not only a convenient way for nurses to advance their knowledge, it is an imperative resource for them to keep in compliance.

Opportunity

- The National Council of State Boards of Nursing, Inc. (NCSBN) is a non-profit organization whose membership comprises the boards of nursing in the 50 states, the District of Columbia, and five United States territories - American Samoa, Guam, Northern Mariana Islands, Puerto Rico and the Virgin Islands. NCSBN, as an organization, is dedicated to promoting safety, regulation and effective practices in nursing and does its utmost to serve its members who are looking to succeed and advance in their fields.
- NCSBN came to Tribeagency wanting to streamline and improve the quiz portion of its free online study forum. Tribeagency was engaged to create a real time quiz building application, which would allow NCSBN staff to build custom interactive Flash-based quizzes for students to utilize in nursing compliance study and training.



Solutions

- To begin the project, Tribeagency's staff conducted a series of strategic meetings with NCSBN to define project parameters and arrive at the best way to present course study material online. During these consultative sessions NCSBN stressed the desire to unify the quizzes aesthetically within the existing NCSBN site and to simplify the quiz structure for ultimate end-user utility. In the project's definition stage, Tribeagency's creative, content and technical teams planned for the essential elements of five unique quiz formats: multiple choice, true/false, yes/no, matching list format and word scramble. Tribeagency's project team researched quiz-taking standards and best practices and then defined and documented the best way to render the quizzes on the basis of scalability and simplification.



NCSBN FLASH CBT QUIZZES CASE STUDY

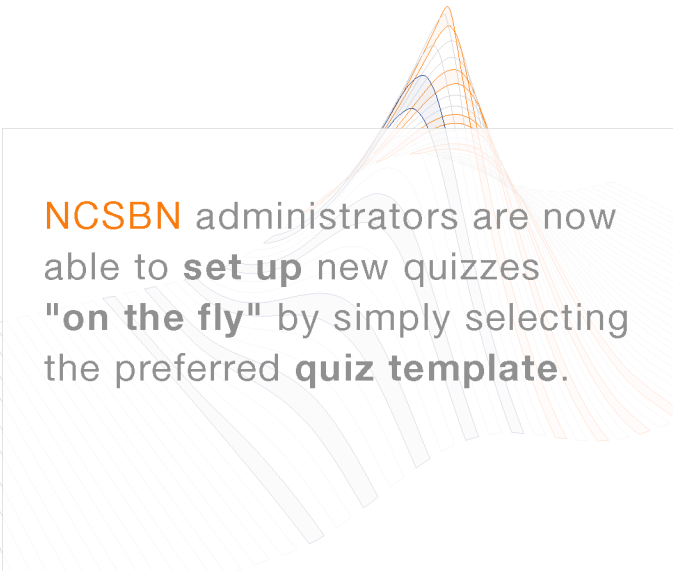
STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

After pairing the quizzes down to their essential nature, Tribeagency's creative team developed a look and feel that was in line with the NCSBN website for each of the five defined quiz shells. The interfaces for the quiz shells were designed with a monochromatic color palette, which could ultimately be modified by a NCSBN staff member to fit the color scheme of a given section of the NCSBN website. Tribeagency's technical team then programmed the quiz shells, transforming them from conceptualizations into realities via custom code and the Adobe Flash scripting language ActionScript.

Once the interface and animation for the quiz shells had been finalized, Tribeagency field-tested them for usability and ease of use with a select focus group of practicing nurses to gain the full approval of NCSBN. Tribeagency's Technology Team then began working on the second aspect of the project, the Web based quiz builder which was built utilizing an unique combination of XML and Microsoft's Active Server Page (ASP) Application Suite. ASP Code was used to build a user friendly website that guides NCSBN staff members through a step by step process of entering content for a quiz via a simple set of online forms. XML was used to create a custom database utility that was able to store quiz questions and answers into simple text files, which would then in turn auto populate the new Flash-based quiz templates. With XML acting as a database parser that feeds the newly developed Flash-based quiz templates questions and answers, NCSBN administrators are now able to set up, build and test new quizzes "on the fly" by simply selecting the preferred quiz template and following the quiz builder directions.

The challenge in developing the quiz builder was in creating an end solution for a NCSBN staff member that required little to no training to utilize and no code knowledge on their part, yet be robust enough to accept many different question formats and answer variables, enabling maximum flexibility for NCSBN.



Results

The ease of creating engaging quizzes to enhance a nursing professional's online study was clearly evident when upon receiving the new solution for beta testing, NCSBN called Tribeagency to cancel a scheduled training session on how to use the quiz builder application. NCSBN happily claimed the quiz builder application was so well built that it was simply self-explanatory and they had already built 15 new quizzes for their organization's training website which put them four months ahead of schedule. Furthermore, NCSBN reports that the new design Tribeagency delivered for the quiz interface have been met with great applause and that many users have contacted the organization to inform them that the new quiz interface has helped nurses retain more information during their studies due to the improved interactive learning experience.

