



PADI, tablet-based training for diving enthusiasts.

World's leading scuba diver training organization to deliver training materials to various devices using Adobe Digital Publishing Suite.



"Adobe Digital Publishing Suite allowed us to create a very robust, engaging folio for diver trainees and for instructors presenting the material."

Drew Richardson, president and CEO, PADI Worldwide



SOLUTION

Adobe Digital Publishing Suite

RESULTS



LEARNING SUCCESS

Prepared students through engaging learning, including video, in-app quizzes, and immersive photography



GLOBAL ENGAGEMENT

Created exciting, immersive educational folio that students and instructors around the world love



BROAD ACCESS

Allowed students to learn scuba diving anywhere and anytime on Android and iOS, even when they are offline



FOUNDATION FOR FUTURE

Used built-in analytics to make the folio better while continuing to evolve it

Professional Association of Diving Instructors Worldwide

Established in 1966

Employees: 400

Rancho Santa Margarita, California

www.padi.com

Download the app

[iTunes](#)

[Google Play](#)

Video story

[YouTube](#)

CHALLENGES

- Create a cutting-edge, interactive learning experience for student scuba divers
- Develop a broad series of folios quickly with in-house design resources
- Integrate performance-based learning into immersive app experience
- Deliver immersive content offline, in remote dive locations where connectivity is not available

Dive in with an app

Whether they seek the thrill of adventure, want to help preserve the environment, or simply love nature, many people are drawn to scuba diving and experiencing the underwater world. That's where the Professional Association of Diving Instructors (PADI) comes in. The world's largest scuba diving training organization with more than 136,000 members, PADI provides an instructionally solid system and access to a community of professional PADI instructors who help make underwater exploration safe and enjoyable.

With the core mission of helping people worldwide learn how to scuba dive, PADI has evolved its learning processes and materials over time. Instructional designers have applied state-of-the-art technology and learning theories to create PADI materials with student divers in mind. For student convenience, the organization has developed everything from in-person lectures to manuals, workbooks, DVDs, and online instruction. Today, PADI is reaching students wherever they are on iOS and Android devices with the *PADI Open Water Diver Touch* folio for tablets, created with Adobe Digital Publishing Suite (DPS).

"Consumers are now spending so much time with devices that are in the palms of their hands," says Drew Richardson, president and CEO of PADI Worldwide. "We have always been on the cutting edge with adapting technology to our educational system so creating an app was a natural next step for our materials. Adobe Digital Publishing Suite allowed us to create a very robust, engaging folio for diver trainees and for instructors presenting the material."

Inventing the future

PADI anticipates more and more people opting for tablet-based training over other methods including conventional online learning and printed books. To break new ground in the scuba diving training space internationally, PADI wanted to create an effective learning folio that was fun and high tech. Catering to students from wherever they are was another objective—even if students are in a remote part of the world without WiFi access.

"We set out to invent the future of diver education," says Karl Shreeves, technical development executive for PADI Worldwide. "*PADI Open Water Diver Touch* is a fully interactive application that engages students with the materials. It combines the entertainment factor of video with the rich content of a book all rolled into one."

PADI chose to publish the folio using Adobe DPS because it made it easy to marry PADI's world-renowned instructional system with content that would capture interest and advance scuba training. Adobe DPS made it easy to add interactivity so that students received the right content and tests at the right time.



“Our production team researched all the different options for digital publishing and their recommendation was Adobe Digital Publishing Suite.”

Kristin Valette, vice president of marketing and communications, PADI Worldwide

“When we look at new technologies, we’re big believers in always staying on the cutting edge,” says Kristin Valette, vice president of marketing and communications for PADI Worldwide. “Our production team researched all the different options for digital publishing and their recommendation was Adobe Digital Publishing Suite.”

Safety first

The first task was to nail the content. Divers must learn to breathe underwater, master their gear, and try to avoid hazards. PADI develops its diver curriculum with a team of experts worldwide and uses a performance-based approach that only allows students to progress once they have demonstrated mastery of certain requirements.

PADI’s content and instructional design teams collaborated with a design team to create an uncompromising, self-paced experience for learners. The beauty of DPS is that creative staff at PADI were able to produce the folio without expensive or time-consuming software development resources. The resulting folio offers interactive videos, eye-catching illustrations, quizzes, and a picture gallery navigable through gestures—all in an integrated form that engages students. Push notifications within the folio let users know when an updated version is available.

The new folio is based on broad educational studies about the advantages of tablet learning. Students learn better due to more immersive engagement and interactivity when compared with learning materials such as books. The learning improvements are evident: PADI instructors report that students are better prepared when they show up for practical, in-the-water learning.

Another major advantage of *PADI Open Water Diver Touch* is that learners can download the course onto a tablet and have an offline experience. Learners could be on an airplane headed to a diving destination for hands-on, in-person instruction and still review the materials and learn about scuba diving in advance.

PADI Open Water Diver Touch is integrated with back-end learning management system, KnowledgeDirectWEB, developed by Digitec Interactive, LLC, that assesses student knowledge. Exercises are hosted in the app and allow students to access their own learning as they go. At the end of each section, students log in and complete knowledge reviews. Instructors review the results and grade students on a pass/fail basis. At the end of each chapter, a quiz gauges student progress. And at the end of the course, a comprehensive exam covers all the content presented in the course. A PADI instructor then conducts an in-person review prior to embarking on in-water training.

"Based on feedback from our dive centers, students come to dive training better prepared after using *PADI Open Water Diver Touch*."

*Drew Richardson, president and CEO,
PADI Worldwide*

SOLUTION AT A GLANCE

- Adobe Digital Publishing Suite. Capabilities used include:
 - Integration with Adobe Analytics
 - Push notifications

For more information

www.adobe.com/products/digital-publishing-suite-enterprise.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

A growing app selection

The folio is receiving great reviews. "Students love the folio, and I think it was only available for about 10 minutes when instructors were calling me and telling me they love it too," says Shreeves, "The folio is education that entertains and holds people's attention." Adds Valette, "When we show the folio to instructors, they are thrilled because it brings to life all the wonders of the underwater world right at your fingertips."

The ease and speed of folio production in DPS is paving the way for a series of interactive digital training publications from PADI, and *PADI Open Water Diver Touch* is just the first in that series. The organization plans to release two other interactive publications soon, one for gear specialists and another for inactive divers who want to get back into the sport.

The *PADI Library* app houses the *PADI Open Water Diver Touch* folio and a new sales enablement folio called Win with PADI. The new folio serves as a sales tool for the organization to visually tell the story of PADI's unique value proposition to 136,000 members and potential members worldwide. The goal is to recruit more members and instructors and help PADI dive centers and resorts get consumers excited about diving.

Insights for improvement

Because DPS includes dashboards powered by Adobe Analytics, part of Adobe Marketing Cloud, PADI can see how the content and interactivity in the folio resonates with instructors and students. The insights are used to enhance the product to make it even better moving forward.

"One of the reasons we chose Adobe Digital Publishing Suite is its built-in analytics dashboards," says Valette. "We can learn how people are using and navigating through the folio and where they are spending their time. That helps us make the product better and continue to evolve it."

PADI Open Water Diver Touch is an exciting development for PADI that not only gives student divers a deeper, richer experience, but also prepares them before they get in the water with an instructor.

"Based on feedback from our dive centers, students come to dive training better prepared after using *PADI Open Water Diver Touch*," says Richardson. "People are busy, so they have little time for classroom work or reading books. Our new app is the perfect way for them to learn at their own pace and enjoy an engaging, educational experience that spurs a higher level of information retention and greater enthusiasm for the earth's beautiful underwater worlds."

Popular Searches: DPS capabilities, Add interactivity to app content

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