

PSA Airlines | Bring Your Passion to Life

Leader in aviation industry uses Adobe Captivate to create engaging content.



“The organization of the interactions in Captivate makes it easy for us to create engaging content quickly. The blog and other resources available from Adobe help spark new ideas for our team.”

Brandon York, Manager of Air Operations Development



SOLUTION Adobe Captivate

TOP BENEFITS OF USING ADOBE CAPTIVATE



Fast Delivery

Helped create engaging content quickly with easy navigation



Highly Informative

Inspired creativity with abundant information resources



Seamless Access

Facilitated easy and seamless access of content across devices



Content Preview

Allowed preview of learning content on various devices before launch

PSA Airlines

Founded: 1983

Employees: 5000+

Dayton, Ohio

www.psaairlines.com

Challenges in creating content

- Development of mobile learning content
- Adoption of e-learning as an alternative to traditional methods
- Conversion of legacy content into interactive content

Solution

Adobe Captivate

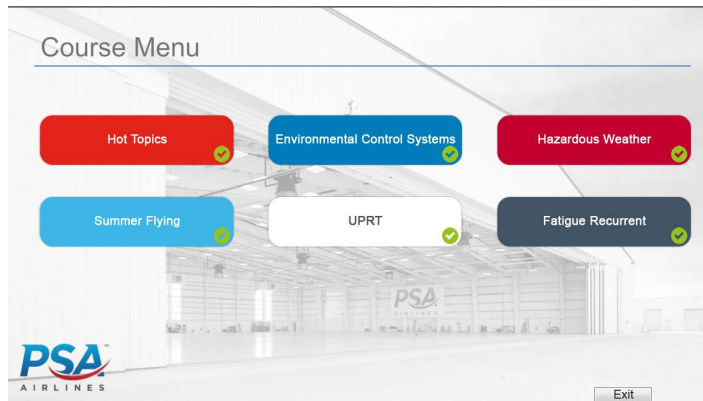
Ensuring a balance of Industry experience and Instructional expertise

PSA Airlines firmly believes that the integration of industry and instructional expertise within its Operations Development team has set the organization apart as a frontrunner in safety and reliability. The Operations Development team consists of instructional designers, SMEs, flight attendants, pilots, mechanics, dispatchers, teachers, university professors and associate deans.

The department's vision is to lead the regional airline industry in instructional design and to be recognized for its engaging courseware and innovative training solutions. Its training portfolio ranges from initial ground school for flight crew members and ground personnel, flight simulation, to e-learning courses for the crew member on the go. The team develops and maintains over 100 lessons per year, spanning multiple curricula and initiatives. The training content includes regulatory compliance, soft skills, hands-on experiential learning, flight simulation, video-based training, and application simulations.

At PSA Airlines, maintaining regulatory compliance, building operational knowledge of aircraft and resources, elevating customer experience, and ensuring the safe and reliable operation of the airline are top priorities. This requires every team member to stay ahead of industry trends at all times. The organization's training program, therefore, had to be highly interactive, accommodative of diverse learning styles and most importantly, accessible on the go.

Content creation using Adobe Captivate





SOLUTION

Adobe Captivate

Challenges with creating content

The biggest challenges that the Operations Development team faced in this regard were: Creating mobile e-learning content, embracing e-learning as an alternative to traditional methods and revising content to take full advantage of interactive opportunities.

Overcoming challenges with Adobe Captivate

Adobe Captivate helped the team overcome these challenges by simplifying the development of responsive projects that allowed course designers to preview learning content on various devices. The tool also sped up the process of creating engaging content with its slick organization of interactions that made navigation easy. Additionally, the Operations Development team at PSA Airlines made effective use of Adobe's blogs and other resources to spark new ideas for its members. Adobe Captivate's functionalities such as Application Simulation, Quiz Slides and Learning Interactions have greatly improved the quality of learning at PSA Airlines and helped the organization achieve its internal and external learning objectives.

For more information
www.adobe.com/products/captivate.html