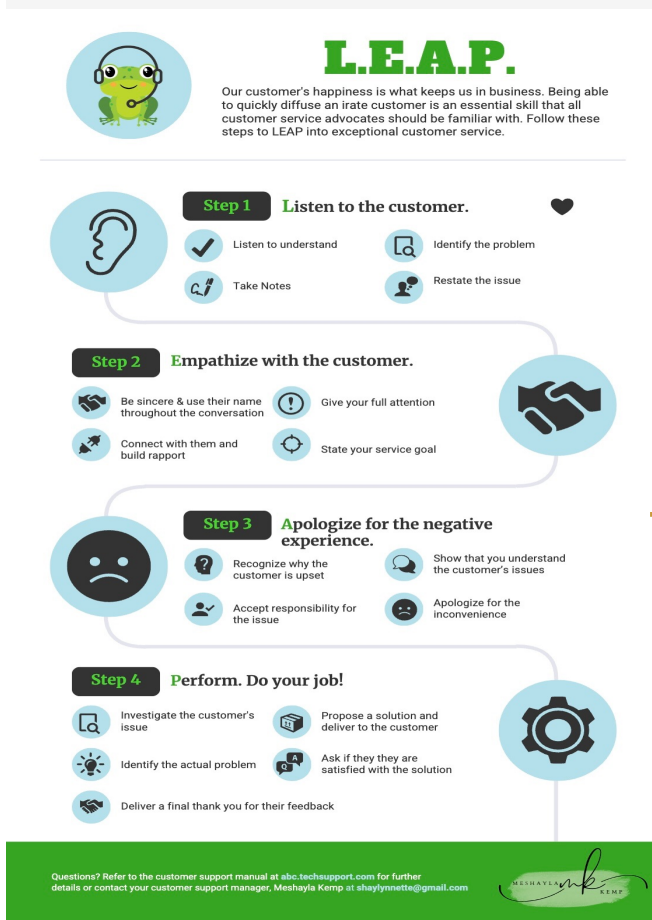


L.E.A.P. Framework

Job Aid Redesign: From Initial Concept to AI-Enhanced Enterprise Performance Support Solution

BEFORE



Original proof of concept

AFTER — AI-ENHANCED



Enterprise-ready performance support tool

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Tools: Canva • Venngage • ChatGPT AI • Instructional Design Strategy • Performance Consulting

From Initial Concept to AI-Enhanced Performance Support Solution

This portfolio case study documents the complete redesign journey of the L.E.A.P. customer service job aid — from an early-stage visual prototype to a polished, AI-enhanced enterprise performance support tool. It demonstrates how instructional design strategy, visual communication principles, and AI-assisted workflows can transform a foundational resource into a high-impact, scalable solution.

Project Type	Tools Used	Deliverable
Job Aid Redesign Performance Support AI-Integrated Workflow	Canva • Venngage ChatGPT AI ID Frameworks	Enterprise Customer Service Performance Job Aid

PHASE 1: INITIAL DESIGN — PROOF OF CONCEPT

The original version served as a foundational proof of concept introducing the L.E.A.P. framework. A performance-focused analysis then identified clear opportunities for improvement across visual design, instructional clarity, and enterprise alignment.

What the Original Accomplished

- ✓ Introduced the L.E.A.P. framework
- ✓ Supported customer service training
- ✓ Provided a visual quick-reference
- ✓ Reinforced de-escalation best practices

Gaps Identified in Analysis

- ✗ Limited visual hierarchy & clutter
- ✗ Cognitive overload from dense layout
- ✗ Minimal coaching language
- ✗ No actionable behavioral reinforcement
- ✗ Not enterprise-grade aesthetic

Before & After: Visual Design Transformation



Visual Design Changes

- Modernized corporate aesthetic
- Cleaner layout & improved whitespace
- Consistent professional iconography
- Stronger visual hierarchy
- Reduced visual fatigue & clutter
- Enterprise branding alignment

Instructional Design Changes

- Action-oriented language throughout
- "What to Say" coaching scripts added
- Behavioral reinforcement prompts
- Simplified learner flow
- Better information chunking
- Stronger transfer-of-learning support

Strategic Redesign & AI-Enhanced Workflow

AI was not used to replace instructional strategy — it was used as a collaborative enhancement tool to accelerate ideation, refine layouts, and explore visual options at scale. Every AI output was critically evaluated, refined, and aligned with organizational goals and learner performance needs.

"AI was intentionally used as a collaborative enhancement tool rather than a replacement for instructional strategy. My role involved critically evaluating outputs, refining concepts, and ensuring all design decisions supported learner performance and organizational objectives."

ChatGPT AI Was Used For:

- Design ideation & brainstorming
- Layout experimentation
- Visual refinement iterations
- Content restructuring
- Visual hierarchy optimization
- Communication phrasing
- Rapid design iteration cycles

Human Expertise Applied To:

- Gap analysis & performance consulting
- Stakeholder alignment & feedback review
- Instructional strategy decisions
- Behavioral reinforcement design
- Accessibility considerations
- Business goal alignment
- Final quality review & delivery

The Redesign Process — 7 Phases

1	2	3	4	5	6	7
Gap Analysis	Stakeholder Feedback	Learner Evaluation	AI-Assisted Ideation	Visual Refinement	Accessibility Review	Final Deliverable

Why the L.E.A.P. Framework Works

The L.E.A.P. acronym was intentionally designed as a cognitive anchor that employees can quickly recall during emotionally escalated customer interactions. Memorable acronyms reduce cognitive load, improve recall under pressure, and support consistent behavioral application in workplace settings.

L	E	A	P
LISTEN	EMPATHIZE	APOLOGIZE	PERFORM
Listen actively without interrupting. Clarify issues, take notes, restate concerns. Say: "Can you help me understand what happened?"	Acknowledge frustration. Use empathetic language. Say: "I understand why that would be frustrating. Thank you for bringing this to us."	Take ownership. Deliver a sincere apology. Say: "I'm sorry you had to go through this. I'll do everything I can to make this right."	Investigate root cause. Offer clear solution. Confirm satisfaction. Say: "Here's what I'm going to do to fix this for you."

INTEGRATED LEARNING STRATEGY				
• Scenario-Based eLearning	• Interactive Storyline Training	• Communication Coaching	• Reinforcement Tools	• Workplace Performance Support

Business Impact

↑	↑	↑	↓	↑	↑
Customer Satisfaction	Employee Confidence	Service Consistency	Escalation Risk	Communication Quality	Issue Resolution

This project demonstrates the ability to combine instructional design strategy, AI-enhanced workflows, visual communication design, and performance consulting principles to create scalable learning solutions aligned with real business needs.