

AI-Enhanced Learning Experience Architecture

How AI enhances the learning experience from learner response to personalized coaching.

Learning Strategy

Business Need

New sales representatives needed **realistic practice** using tax and accounting terminology in customer conversations.

Learning Objectives

Apply industry terminology, communicate confidently, and respond accurately in authentic scenarios.

Scenario Design

Four progressively challenging customer conversations with immediate coaching and opportunities for reflection.

AI Coaching Engine

Learner Types Response

Enters a free-text response during an authentic customer conversation.

Storyline Captures Response

Variables collect and prepare the learner's response for AI evaluation.

Pipedream

Securely transfers the learner response to OpenAI and returns structured coaching results.

OpenAI

- Performance Rating
- Personalized Feedback
- Vocabulary used
- Vocabulary missed
- Suggested Response

Structured Coaching Returned

Coaching is mapped to Storyline variables and displayed as personalized coaching.

Learning Experience

Storyline Displays Personalized Coaching

Learners receive AI-generated coaching tailored to their individual response, including performance feedback and suggested improvements.

Learner Reflects

Learners compare their responses with AI coaching to identify **knowledge gaps** and reinforce correct terminology.

Applies Feedback

Learners immediately apply personalized coaching in the next scenario, strengthening confidence and decision-making.

Improved Performance

Repeated practice and personalized coaching improve communication, vocabulary, and workplace readiness.



THE RESULT

AI transforms traditional knowledge checks into personalized coaching experiences that strengthen learner confidence and improve workplace performance.



TECHNOLOGIES USED



ARTICULATE STORYLINE 360
Captures learner responses and displays feedback.



PIPEDREAM
Manages the webhook and connects Storyline to OpenAI.



OPENAI
Evaluates responses and generates coaching feedback and model answers.



OPENART AI
Generates custom images for scenarios and feedback.



WELLSAID LABS
Provides natural-sounding AI voiceovers.

DESIGN PRINCIPLES



SCENARIO-BASED PRACTICE
Realistic conversations build confidence and workplace readiness.



IMMEDIATE FEEDBACK
AI delivers instant, personalized coaching to reinforce learning.



VOCABULARY DEVELOPMENT
Identifies terms used and missed to strengthen domain language.



PERSONALIZED COACHING
Feedback is tailored to each learner's response and context.



REFLECTION & IMPROVEMENT
Learners reflect, apply insights, and improve in the next scenario.