

# Case Study

Tin Can xAPI: Kicking the Tin Can Down the Road

Kathleen Simmons

**Project Title:** Tin Can xAPI: Kicking the Tin Can Down the Road

**Role:** Instructional Designer / Visual Designer

**Context:** Independent portfolio project

**Deliverable:** Interactive Infographic

**Tools:** Venngage, TechSmith Snagit, Adobe InDesign

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**Challenge/Problem Statement:**

xAPI was circulating widely in learning and technology circles without clear, accessible explanation for those newer to the field. This piece bridges the gap for those familiar with SCORM who needed plain-language context for its modern counterpart.

**Analysis & Research:**

- Identified a gap in accessible, plain-language resources explaining xAPI for emerging instructional designers
- Assessed the Actor/Verb/Object paradigm as the core framework for structuring content
- Evaluated how JSON functionality could be explained without technical intimidation

**Design Decisions:**

- Vintage road metaphor extended deliberately across all four core concepts, creating a consistent narrative thread rather than isolated definitions
- Plain language and the Actor/Verb/Object sentence structure make JSON approachable rather than intimidating
- Infographic format chosen to make technical content scannable and visually digestible

**Implementation Process:**

- Originally created in Venngage as an infographic
- Unable to export from Venngage without a paid subscription. Captured using TechSmith Snagit and saved as JPG as a cost-effective alternative
- Infographic used as storyboard to develop an interactive PDF in Adobe InDesign
- Interactive PDF completed but not fully functional
- MindSmith identified as the next platform for completing the interactive version

**Evaluation & Outcomes:**

Independent portfolio project. Formal outcome data is not available. The project demonstrates iterative problem-solving across multiple tools and platforms, with the interactive version planned for completion in MindSmith.