



**The e-learning program from TIS helped deck officers of Holland America Line internalize the Ballast Water Management Plan, enabling them to put into effect the plan's regulations in the course of their work.**

## Keeping Diverse Learners Engaged

Holland America Line (HAL) is the industry leader in the premium vacation cruise business with tour options that span the globe and are geared towards travelers with varying lifestyles and budgets.

The cruise line commissioned Tata Interactive Systems (TIS) to develop a Web-based training (WBT) program of about an hour's length on the Ballast Water Management Plan and applicable regulations, including government reporting, for its deck officers. There had been concerns around the timeliness and accuracy of reporting that this program was expected to address.

### THE NEED FOR COMPLIANCE/REGULATORY TRAINING

The aim of the program was to enable HAL's employees to 'be able to apply their knowledge of Ballast Water Management in their workplace.'

This e-learning requirement stemmed from the personnel's failure to carry out government reporting accurately and on time. While this wasn't frequent, it was a growing concern for HAL from a regulatory compliance standpoint.

The program was aimed at approximately 150–200 deck officers spanning the full scale of the sailing hierarchy—from Captain (or the Master of the vessel) through to the Fourth Officers.

The end-users were mostly Dutch and British, aged 18–60. The younger officers (ten years or less in service)



**TIS made HAL's regulatory training program an engrossing experience by employing a story-based instructional design approach. HAL had only positive feedback on the program and subsequently has decided to further its business with TIS.**

had been exposed to the subject of Ballast Water Management in their university education, whereas the more senior officers had gained experience in this area largely on the job.

The e-learning program was expected to help:

- Train the officers on the subject of Ballast Water Management.
- Highlight the importance of timely and accurate reporting.
- Act as a refresher course for the senior officers who had experience and knowledge of the issues surrounding ballast water.

### HOW OUR SOLUTION HELPED

TIS adopted a story-based approach, taking learners on a voyage through all modules that covered topics like:

- The definition of ballast water
- The potential environmental impact of ballast water
- The identification of the problem of invasive species
- The international regulatory response to the problems posed by ballast water
- The preparation and dispatch of the Ballast Water Reporting form

Challenges were thrown in the form of reinforcement questions (games) evenly interspaced in each module, mapping to the objectives. On the successful completion of each module, the learner was awarded a booty that could be exchanged for helpful hints while answering quizzes for reinforcement in the subsequent modules.

### TECHNOLOGY USED

The e-learning program was developed using Macromedia Flash MX and Adobe Photoshop.

## SOME SAMPLE SCREENSHOTS

These screenshots offer a brief glimpse of HAL's Ballast Water Management Plan regulatory training program. To experience some of our products at work, you may view the demos by registering online at [www.tatainteractive.com/demos](http://www.tatainteractive.com/demos)

The course was represented as a voyage through four ports, each devoted to a module.



A typical teach screen emphasizing the importance of Ballast Water Management Plan reporting.



Interactive quizzes, such as this, gave users an opportunity to reinforce information.

**Ballast Water Management**  
The Ballast Water Problem

Holland America Line  
A Tradition of Excellence

**Quick Question**

Displayed below are the various stages in the ballasting procedure. Considering that the ship has docked at port and is unloading cargo, arrange the images in the order of the procedure of ballasting and deballasting.

Drag each step and place it in the correct order of the procedure and click **Submit**.

deballasting    ballasting       full ballast tank

1 empty ballast tank    2    3    4

Submit

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A glossary of terms was provided among other utilities like Help, Progress Map, and Toolkit.

**Ballast Water Management**  
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**Quick Question**

**Glossary**

- Ballast
- Ballast Water
- Biocide
- Commodities
- Exclusive Economic Zone (EEZ)
- Homogeneity

**Ballast Water**

water carried in tanks in the bottoms of ships to weigh and balance the ship.

Click a letter to see the terms beginning with that letter. Then click a term to see its description.

Close

empty ballast tank

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