

SALT LAKE CITY, Sept. 11, 2013 /PRNewswire/ -- [Allen Communication](#) is excited to launch updates to its award-winning instructional design app,

[DesignJot](#)

. To help drive sustainable performance through focused analysis Allen specifically developed DesignJot for training professionals and instructional designers. The app is available as a free download until

September 25, 2013

at the iTunes store (

<http://bit.ly/djotapp>

).

Since its release in 2011, DesignJot has earned industry-wide recognition as the first app for instructional designers. Receiving six industry awards for its ease of use and innovative [ANSW](#)  
[ER](#)

analysis methodology, DesignJot assists instructional designers, trainers and performance consultants in building better training.

"At Allen, our goal is to help training professionals align instructional activities with business goals. DesignJot combines analysis and design into a powerful and intuitive app aimed at sharpening collaboration between designers and stakeholders," said Ron Zamir, CEO of Allen Communication. "We are offering DesignJot to the industry to help learning specialists approach their next training initiative from a holistic perspective."

When approaching a new project, DesignJot allows designers to link overarching goals, needs, and strategies to ensure that instructional designs align with intended performance. Useful in everything from one-on-one meetings to large kick-offs with stakeholders, DesignJot serves as a tool to guide the discussion and capture key insights, keeping everybody on the same page, and accelerating the pace of the project.

"Using DesignJot in my client kickoff meetings allows me to quickly leverage Allen's proprietary ANSWER Analysis to ensure our proposed instructional strategies align with my clients' unique needs and opportunities," said Breanne Grover, Instructional Designer at Allen. "Using DesignJot helps us to visualize and design training with the end performance objective in mind."

DesignJot leverages Allen's best-in-industry approaches to improve and optimize training impact. The app draws on their advanced mobile capabilities and includes a flow chart builder, a training objective builder, an activity sketch pad, and a content readiness form. It is an essential item for every training professional's toolkit.

## ABOUT ALLEN

For three decades, the learning and development experts at Allen Communication ( [www.allencomm.com](http://www.allencomm.com) ) have worked to expand their clients' capabilities by using progressive approaches in custom training, e-learning, and blended learning development, as well as learning portal development and technologies.

Contact Information: Bridget Fowers Allen Communication 801.799.7320 [bridgetf@allencomm.com](mailto:bridgetf@allencomm.com)  
<http://www.allencomm.com>

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