Alex B. Criswell

Project Design Document

Includes the following sections.
- Overview
- Blueprint
- Learning Outcomes
- Case Study

Note
- Project Information and Goal/Blueprint grids adapted from IDOL courses.
- *Case Study template adapted from IDOL courses.*

Interview Frameworks

Overview

- **Purpose**: To teach new clients how to use the STAR and CARL interview frameworks during an interview.
- **Description**: This image explains the STAR and CARL interview frameworks and how these can be applied in an interview.

Project Information

Project Title	Interview Frameworks
Tools used in Development	Canva
Time in Development	4 hours
Client	Sacks Career Consulting
Collaborators	Jessica Sacks, Owner and Subject-matter Expert; Alex Criswell, Instructional Designer and Graphic Designer

Topic Analysis

Audience	New and Existing Clients
Problem	Clients desire the ability to pass an interview.
Solution	An image was created using several interview frameworks for individuals to utilize during an interview.
Resources	Dabell, J. (2021). The CARL Framework of Reflection. https://johndabell.com/2021/10/19/the-carl-framework-of-reflection/ Kugler, K. (2023). What Is The CARL Method And How Does It Help You Interview Better. *LinkedIn*. https://www.linkedin.com/pulse/what-carl-method-how-does-help-you-interview-better-pcwrc/ Stojanovic, M. (2025). The STAR Interview Method: How to Answer + Examples. *BigInterview*. https://resources.biginterview.com/behavioral-interviews/star-interview-method/

Adam, J. (2023). The STAR Method: How to Ace the Interview. *U.S. News Careers*.
https://money.usnews.com/money/blogs/outside-voices-careers/articles/how-to-ace-the-star-interview-method

Interview Genie. (2023). The STAR method for answering behavioral interview questions.
https://www.interviewgenie.com/blog/2022/10/1/the-star-method-for

Goal Strategy Blueprint

Lesson Strategy - Course Planning

Starting Point	Milestone 1	Milestone 2	Milestone 3	Goal
Someone at this stage is:	**Someone at this stage is:**	**Someone at this stage is:**	**Someone at this stage is:**	**Someone at this stage is:**
Participant is unfamiliar with the interview frameworks.	Participants will be able to differentiate the acronyms between each framework	Participants will be able to explain the methods in detail.	Participants will be able to recall what interview framework is appropriate for a scenario.	Given a scenario, a participant will be able to apply to the correct interview framework.
To get to the next stage:	**To get to the next stage:**	**To get to the next stage:**	**To get to the next stage:**	**Goal Assessment**
Participants will become familiar with the acronyms of each framework.	Participants will review the methods in detail.	Participants will learn which interview method is appropriate for a task vs. project-based scenario.	Learner will differentiate between the types of interview scenarios to comprehend how to apply them.	
Content Ideas	**Content Ideas**	**Content Ideas**	**Content Ideas**	**Overall Goal**
				Participant will be able to apply the correct framework method to the appropriate interview

Learning Outcomes

Terminal Course Outcome(s)

- By the end of this training, participants will be able to apply the CARL method in interviews.
- By the end of this training, participants will be able to apply the STAR method in interviews.

Learning Objectives

By the end of this training, participants will be able to do the following.

- Recall the top-level steps of the STAR method.
- Recall the top-level steps of the CARL method.
- Describe the STAR method in detail.
- Describe the CARL method in detail.
- Identify the differences between the STAR and CARL methods.

Case Study

Background – Context

Sacks Career Consulting is a small, woman-owned career consulting business located in Michiana Shores, Indiana; nestled in the Greater Michigan City, Indiana region of Northwest Indiana outside of Chicago. The business offers career consulting services to high school students, college graduates, entry-level corporate professionals, and C-suite-level executives.

The business recently expressed a need for training in the STAR and CARL interview methods for its clients.

Challenge

The owner, Jessica Sacks, recently became aware through her staff that clients were struggling with interviews. Jessica knew the business market had shifted considerably, and they had adjusted many of their business practices to meet those needs; however, it appeared they had not met the bar in terms of interviewing.

Jessica spoke with several clients confidentially and conducted mock interviews with them, discovering that they had trouble answering scenario-based questions. Jessica had several frameworks available to teach her clients, but she wanted to present this information in a concise manner.

She enlisted the assistance of Alex for training as she was a former client, and she knew they could brainstorm an easy solution for her clients.

Solution

It was proposed to consolidate the framework information into a single image for individuals to reference rather than reviewing separate documents. Although auxiliary resources were available, some clients wanted a simple one-stop-shop guide to refer to before going in an interview.

Jessica reviewed the STAR and CARL framework methods with Alex, and he suggested a simple image to convey the acronyms and information.

Results – Reflection

After the implementation of the training, Jessica received feedback from her clients, who reported that many received on-the-spot job offers after using the interview frameworks.

Clients were very pleased with this image and training as part of their learning package.