

Design Document

Grand Bike Shop

Training Title: Appropriate Bike for Customer Needs

Business Goal and Problem	Bike shop employees will be able to assist customers on choosing the correct bike type for their needs to increase sale production by 25% Grand Bike Shop sales have decreased 25% from previous year. Management discovered, through customer surveys, the reason why customers did not purchase a bike is that they do not know which type of bike to buy.
Target Audience	The target audience are Grand Bike Shop sales associates. The audience is both highly skilled representatives and lower level sales representatives that range in age and gender. The employees' sales experience range from 2-5 years. They have not become experts on how to increase bike sales.
Learning Objectives	Terminal LOs: 1. Sales associates will be able to ask probing questions to help the customers' reasons for buying a bike. 2. Sales associates will be able to recommend the appropriate bike for customer needs.
Training Recommendation	Delivery Method: eLearning built in Articulate Rise Approach: Self-paced, scenario-based asynchronous training, available on any device
Training Time	15 minutes
Deliverables	• 1 design document • 1 eLearning course developed in Articulate Rise • 1 job aid • 1 published SCORM .story file

Training Outline

- Lesson 1: Introduction
 - States learning objectives
 - * Ask probing questions to help determine the customer's reasons for buying a bike.
 - * Recommend the appropriate bike for customers needs.
- Lesson 2: Customer Needs
 - * What type of surface will you be riding on? Street, trail, gravel
 - * What type of speed do you want to go? Slow, fast, moderate
 - * What is the purpose of the ride? Sport, leisure, commute
 - * Is comfort important to you? Critical, not critical
- Knowledge Check 1:
 - * 2 question scenario over customer needs
- Lesson 3: Types of Bikes
 - * Road Bike
 - * Mountain Bike
 - * Hybrid Bike
- Knowledge check 2:
 - * Drag and Drop questions over Types of Bikes
- Lesson 4: Steps to choosing appropriate Bike
 1. Ask probing questions.
 2. Explain the 3 different types of bikes.
 3. Recommend the appropriate bike.
- Lesson 5: Final Quiz
 - * 5 scenario based, multiple-choice questions covering all 2 Terminal LOs
- Lesson 6: Congratulations
 - *Summary

Assessment Plan

Level 2 Assessment:

- 2 knowledge checks (ungraded)
 - * 2 question scenario with immediate feedback
 - * drag and drop questions with immediate feedback

- Final assessment: 5 questions (graded)
 - * all scenario-based multiple choice questions
 - * 2 questions evaluates LO 3
 - * 2 questions evaluates LO 2
 - * learner must score 80% correctly to pass
 - * learner has unlimited attempts to retake final assessment

Level 3 Assessment:

- Grand Bike Shop managers should observe sales associates interacting with customers using the model the training described. Sales data should be collected by the manager several times. (1 month after training, 3 months after training and 6 months after training). Data should include the increase or decrease in sales. Keep track of percentages completed throughout the full 6 months to see if training was sufficient.
- Employee survey: After 6 months, give sales staff a survey to ask if the training has helped them increase sales. Ask for their successes and their failures.