

# Camtasia: RBP Microlearning Design Document

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<i>Business Purpose</i>	Provide Property Managers with information about the Resident Benefits Package (RBP) that will be included in every lease agreement, to enhance residents' experience and satisfaction. This will decrease turnover rates and increase profits.
<i>Target Audience</i>	Property Managers (PM)
<i>Seat Time</i>	7 minutes
<i>Deliverables</i>	Storyboard eLearning Course <ul style="list-style-type: none"><li>• Articulate Storyline</li><li>• Voiceover narration (text-to-speech)</li><li>• Avatar guide and additional avatar character for the scenario</li></ul>
<i>Learning Objectives</i>	<ul style="list-style-type: none"><li>• Explain the components and benefits of the Resident Benefits Package.</li></ul>
<i>Video Outline</i>	<ul style="list-style-type: none"><li>• Title</li><li>• Objective and Overview</li><li>• Move-in Concierge</li><li>• Filter Delivery</li><li>• Credit Building &amp; Resident Rewards</li><li>• Pest Control</li><li>• 24/7 Maintenance</li><li>• Summary &amp; Closing</li></ul>
<i>Details</i>	<ul style="list-style-type: none"><li>• Background music will be played throughout</li><li>• Closed caption option available</li></ul>
<i>Supplemental Training Recommendation</i>	An eLearning (asynchronous) course <ul style="list-style-type: none"><li>• Avatars and voice over</li><li>• Interactivity &amp; scenario</li><li>• Knowledge checks (2) and a graded quiz</li></ul>