



KANZA

LEARNING MEDIA AND DESIGN

Authentic Learning – Practical Solutions – Shared Success



Project Management Map

Professional Workplace Communication Module

Project Concept

This short, asynchronous online module focuses on professional workplace communication. The module is designed for community college learners, including traditional students, dual-enrollment students, adult learners returning to school, and learners who may have anxiety, ADHD, dyslexia, or other hidden barriers. The goal is to help learners recognize and create clear, respectful, and complete workplace messages. The module will include short content sections, workplace examples, scenario-based practice, auto-scored assessments, scaffolded feedback, and a completion confirmation.

Project Steps and Time Estimates

Phase	Key Step	What Needs to Be Done	Estimated Time	Notes
1. Project Setup	Confirm topic and audience	Finalize the module topic as professional workplace communication. Review the IDTCC scenario and learner needs.	1 hour	This sets the direction for the rest of the project.
2. UX Review	Review learner journey map	Look back at the UX learner journey map and identify friction points such as starting the module, practicing the skill, completing assessments, and receiving completion confirmation.	1 hour	This helps keep the design learner-centered.
3. Outcomes	Write learning objectives	Create 2–3 measurable learning objectives using clear action verbs. Objectives should focus on what learners will be able to do by the end of the module.	1 hour	Objectives guide the content and assessments.
4. Assessment Planning	Match objectives to assessments	Create an assessment alignment table showing how each objective will be measured.	1.5 hours	This prevents the assessments from feeling random or disconnected.
5. Assessment Development	Draft assessment questions	Write scenario-based questions where learners identify strong and weak workplace messages. Also draft a build-the-message activity.	3 hours	Assessments must be auto-scored and aligned to the outcomes.
6. Feedback Design	Write feedback and retry support	Create feedback for correct and incorrect answers. Include hints, short explanations, and review prompts so learners can try again without feeling stuck.	3 hours	This connects to the UX map transition between assessment and completion.
7. Content Outline	Plan module sections	Break the module into short sections: introduction, key ideas, examples, practice, assessment, and completion.	1.5 hours	The module should stay within 15–20 minutes.
8. Content Writing	Draft instructional content	Write short, plain-language content explaining purpose, tone, details, and closing in professional messages.	3.5 hours	Keep text short and easy to scan.

9. Examples	Create workplace examples	Develop examples of strong and weak workplace messages for learners to compare.	3 hours	Examples should feel realistic and useful.
10. Accessibility Review	Check UDL and accessibility supports	Review the module plan for plain language, readable layout, captions if media is used, color contrast, chunked content, and clear navigation.	2.5 hours	This supports learners with hidden barriers.
11. Prototype Build Estimate	Build online module	Estimate time to build the module in Canvas or Genial.ly, including pages, buttons, practice activities, assessments, and completion message.	7 hours	This is an estimate only; no prototype is created for this assignment.
12. Testing	Test learner flow	Test the planned module path as if the learner is moving through it. Include a test where a learner misses questions and retries.	2.5 hours	This helps identify where learners may quit or get confused.
13. Revision	Revise based on testing	Make needed changes to directions, timing, assessment feedback, accessibility, or content clarity.	3.5 hours	Revisions should focus on reducing friction.
14. Final Preparation	Prepare final project materials	Organize the project map, outcomes, assessment plan, and final design explanation for submission.	1 hour	Final review before submission.

Estimated Project Time

The estimated time to complete this design project is **36 hours**. Although the final module is only 15–20 minutes long, the project requires time for planning, writing measurable outcomes, creating aligned assessments, developing scaffolded feedback, reviewing accessibility, building the online module, testing the learner flow, and revising the design before pilot use.

Suggested Timeline

Day	Work to Complete	Estimated Time
Day 1	Kick off meeting, confirm topic, review audience, revisit UX learner journey map, and write objectives	3 hours
Day 2	Build assessment alignment table and draft assessment questions	4.5 hours
Day 3	Write assessment feedback, retry supports, and review prompts	3 hours
Day 4	Outline module and draft instructional content	5 hours
Day 5	Create examples, non-examples, and practice activities	3 hours
Day 6	Complete accessibility/UDL review and adjust content for clarity	2.5 hours
Day 6	Meet with shareholders, leadership, and SMEs for review and feedback	1 hour
Day 7	Build estimated online module structure in Canvas or Genial.ly	7 hours
Day 8	Test learner flow, including failed attempts and retries	2.5 hours
Day 8	Meet with shareholders, leadership, and SMEs for review and feedback	1 hour
Day 9	Revise based on testing and prepare final submission materials	4.5 hours

Project Management Notes

The most important part of this project is making sure the objectives, assessments, and learner supports all line up. Since this is a short, self-paced module, the learner needs to understand what to do without an instructor standing by.

My UX learner journey map helped me see where learners may get stuck, especially when they move from practice to assessment and then to completion.

Because of that, this project plan includes time for writing strong feedback and testing what happens if a learner misses questions more than once. I would not build in a delay between attempts because that may cause some

learners to quit. Instead, I would use immediate feedback, short hints, and review links so learners can keep moving and finish the module with more confidence.