

Subject	Topics to Include
<i>Business Purpose</i>	● Provide awareness of key Betta fish characteristics so that employees can adequately inform customers about their potential pet and persuade them to buy one ● Train the learner how to care for Betta fish so that they can guide customers to purchase the correct equipment and upsell products needed for proper care
<i>Target Audience</i>	● All Pisces Aquatic Sales employees who will engage with customers or sell fish
<i>Training Time</i>	20-25 minutes
<i>Training Recommendation</i>	● An eLearning course is recommended for this training so that sales personnel have and can convey consistent messaging and information about Betta fish to customers. Because of the number of part-time associates, an eLearning course a viable option so that sales personnel can take the course at their convenience during their work shift and on their smartphones. ● Course would have a narrative thread: Brandon, a fish store employee, guides the learner through 3 aspects of Betta fish knowledge and care ● The participant will learn about basic Betta fish history and characteristics, tank requirements, and tank maintenance ● Brandon, the avatar, will respond to the learner's choices throughout the course ● Final quiz consisting of 5 questions
<i>Deliverables</i>	● 1 storyboard ● 1 e-Learning course ○ Developed in Articulate Storyline ○ Includes voice-over narration ○ Includes 3 aspects of Betta fish care ○ Quiz
<i>Learning Objectives</i>	At the end of this course, sales personnel will be able to: ● Describe basic Betta characteristics ● Assemble an appropriate environment for a Betta ● Operate and maintain a healthy Betta tank

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<i>Training Outline</i>	● Introduction ○ Welcome message from Brandon ○ Course Objectives ● Three aspects of Betta fish knowledge, equipment, and maintenance ○ Betta Characteristics ▪ The learner will explore Betta origins, history, physiology, and variations. ▪ Last, an accordion interaction will guide the learner through basic Betta faq ▪ The learner will be able to discuss these Betta characteristics in an informed manner with a customer ○ Betta Environment ▪ Brandon, the avatar, will invite the learner to choose between two images of Betta tanks. The learner will decide which one is more size appropriate. Upon receiving the correct answer, the learner will become familiar with the nitrogen cycle and heating and filtration requirements. ▪ This section will end with recommendations for plants in a Betta tank. ○ Betta Tank Maintenance ▪ The learner will play a quick game to emphasize the importance of regular water changes. A floating image will underscore the importance of changing 20% of the tank water regularly. ▪ A question about water conditioning requirements will allow the learner to choose their response. Brandon, the avatar, will respond to their choice. ● The course will conclude with a final quiz consisting of 5 questions. ● Impact Summary and Congratulations
<i>Evaluation Plan</i>	● 5 assessment questions based on the information conveyed in the course and linked to the course objectives ● Learner must score 80% to successfully complete the course