

Design Document: 5K Essentials

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<i>Business Purpose</i>	This course is to prepare Endurance Apparel's employees who have signed up for our company's annual 5K race to train safely and represent our company, to raise funds for a local running club, and raise awareness of our company's fitness apparel. As an athletic-brand company in a thriving local community, we believe in supporting our employees and nearby athletic associations, while also meeting the expectations of our stakeholders for continued growth. In past surveys, our employees expressed displeasure with their race experience, as they reported training-based injuries and expressed perceptions of lack of team leadership by our company. Many provided feedback, asking for help with training materials and planning, to be able to enjoy the event on race day. We plan to decrease employee complaints related to this event by 50%, as measured by this year's emailed survey. Monetarily, our stakeholders expect our sales to increase by 4% during the quarter that includes our race event, which will be double last year's 2% increase. We also aim to increase the total amount raised over last year's numbers of \$10,000 up to \$15,000.
<i>Target Audience</i>	Endurance Apparel's employees who have signed up to participate in this race.
<i>Training Time</i>	40-45 minutes
<i>Training Recommendation</i>	1 scenario-based eLearning course with interactive lessons that help participants prepare for the race. → Provides flexibility, based on employee's schedules, for asynchronous, self-paced learning → Is based on employees having access to computers in the workplace
<i>Deliverables</i>	→ Storyboard → eLearning module developed in Articulate Storyline ◆ Using the company logo's branding colors ◆ With voice-over narration ◆ Includes 4 scenarios with 2 avatars ◆ 5 question quiz with T/F, multiple choice, multiple response, and/or drag-to-match → Additional Resources ◆ Training plans for various levels and various time-frames
<i>Learning Objectives</i>	By the end of this course, the participant will be able to: → Describe materials/CBMs needed for this 5K race.

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	→ Summarize a time-based training plan. → Differentiate activities from recovery.
Training Outline	→ Introduction ◆ Welcome ● Text entry that allows user to type their name - to be used to personalize the learner's experience throughout the course ● Buttons: Choice of Navigation or skip to Learning Objectives ◆ Navigation ◆ Course Objectives ◆ Reasons for Running ● Our (Endurance Apparel's) reasons: ○ Raising funds for local running club ○ Supporting community ○ Improving health of our employees ○ Elevating awareness of our brand ● Your (the participant's) possible reasons: ○ Supporting local run club ○ Improving own health ○ Challenging self ○ Earning 3 free CBMs (Company Branded Materials) → Lesson 1 ◆ Materials Needed ● Shoes ○ Get fitted professionally ○ Dedicated to running ○ Replacing every 300-500 miles ● Socks ○ Prevent blisters ○ Moisture-wicking ○ Support (compression) ● Tops ○ Weather & Temperature ○ 10-15 degrees warmer ○ Moisture & Chafing ● Bottoms ○ Personal preference ○ Weather & Temperature ○ Moisture & Chafing

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- Optional Running Gear
 - Sunglasses
 - ◆ UV rays
 - ◆ Fit
 - ◆ Sweat
 - Hats
 - ◆ UV rays
 - ◆ Sweat
 - ◆ Cooling
 - Hydration vests
 - ◆ Distance
 - ◆ Aid Stations
 - ◆ Personal needs
- ◆ Knowledge Check - scenario-based
 - Joseph & Nora (avatars) in Endurance Apparel store
 - Discussion reviews the content of Lesson 1
 - 2-3 choices per slide to check learning
 - ◆ Feedback slides for incorrect answers
 - ◆ Participant redirected to retry before continuing

→ Lesson 2

- ◆ CBM Guidelines (Company Branded Materials)
 - Wear all 3 CBMs
 - Focus on our brand, not others
 - All our logos are readable
 - Take care of CBMs
 - Represent our company well
- ◆ Knowledge Check - scenario-based
 - Joseph & Nora (avatars) in Endurance Apparel store
 - Discussion reviews the content of Lesson 3
 - 2-3 choices per slide to check learning
 - ◆ Feedback slides for incorrect answers
 - ◆ Participant redirected to retry before continuing

→ Lesson 3

- ◆ Training Plan: Planning Phase
 - Timeline for Training
 - 6-week beginner schedule
 - Highlight the patterns of the training within the schedule

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	• Daily Commitment ○ 4-week minimum ○ 30 minutes each session ○ Write sessions into calendar ○ Mark off progress on calendar • Measuring Fitness ○ Age ranges for fitness test & expectations, based on beats per minute (bpm) and run times for 1.5 miles ○ Explain levels of fitness • Setting a goal ○ Provide options to choose from, ranging from simple/easy/beginner to advanced ◆ Knowledge Check - scenario-based • Joseph & Nora (avatars) in Endurance Apparel store ○ Discussion reviews the content of Lesson 4 ○ 2-3 choices per slide to check learning ◆ Feedback slides for incorrect answers ◆ Participant redirected to retry before continuing → Lesson 4 ◆ Training Plan: Training Phase • Activity ○ Definition: Exercise = Activity requiring physical effort ○ Examples: Various forms of running, cross-training, biking, weight-training • Recovery ○ Definition: Restores and builds your muscles after exercise ○ Examples: Active recovery, rest, nutrition ◆ Knowledge Check - scenario-based • Joseph & Nora (avatars) in Endurance Apparel store ○ Discussion reviews the content of Lesson 5 ○ 2-3 choices per slide to check learning ◆ Feedback slides for incorrect answers ◆ Participant redirected to retry before continuing → Closure ◆ Quiz Introduction ◆ Quiz Results - with % score reported • Success! - Participant chooses to Review or Continue to
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	- Summary • Failure - Participant chooses to Review or Retry ◆ Summary • Review of Course Objectives ◆ Congratulations! • Exit course
<i>Assessment Plan</i>	→ 4 scenario-based Knowledge Checks, ungraded ◆ 1 after each main section, with immediate feedback → 1 Quiz, graded ◆ With 5 graded questions either multiple choice, multiple response, or drag-to-match ◆ 80% passing score ◆ Unlimited attempts → Employee survey through Google Forms, emailed after the race.