

## *Bird Feeding Basics – Design Document*

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<i>Business Purpose</i>	<ul style="list-style-type: none"><li>• As our world becomes more fast-paced, people are looking for calming, non-stressful activities and hobbies that involve the outdoors.</li><li>• Bird watching is a relaxing hobby that brings people closer to nature.</li><li>• One way to attract birds is to feed them. This course will help learners get started with the fundamentals of feeding birds in your own backyard.</li></ul>
<i>Target Audience</i>	<ul style="list-style-type: none"><li>• Those who:<ul style="list-style-type: none"><li>○ Are setting up their first bird feeder</li><li>○ Want to prevent pests such as mice and squirrels from getting into the bird food</li><li>○ Are new to bird watching</li><li>○ Enjoys bird watching and wants more information on how to attract a variety of birds to their yards</li><li>○ Are looking for a hobby that connects them with nature</li></ul></li></ul>
<i>Training Time</i>	<ul style="list-style-type: none"><li>• 30 minutes</li></ul>
<i>Training Recommendation</i>	<ul style="list-style-type: none"><li>• One Rise course with three main lessons, each focusing on a different aspect of feeding birds</li><li>• Lesson 1 = Types of Bird Feeders</li><li>• Lesson 2 = Bird Food Options</li><li>• Lesson 3 = Pest Prevention</li><li>• Each lesson will have a scenario at the end as a review of that lesson</li><li>• Summary</li></ul>
<i>Deliverables</i>	<ul style="list-style-type: none"><li>• Design Document</li><li>• Story Board</li><li>• Rise Course</li></ul>
<i>Learning Objectives</i>	<ul style="list-style-type: none"><li>• After going through the course, the learner will be able to:<ul style="list-style-type: none"><li>○ Decide which type of bird feeder to use given the types of birds they want to attract and the limitations of their space</li><li>○ Clean their bird feeder effectively</li><li>○ Choose blends of bird food to attract certain species of birds</li><li>○ Maintain their feeders year-round and provide the best food for each season</li><li>○ Take action to prevent pests such as squirrels, mice, and raccoons from eating food on/in a bird feeder and food stored outside or in a garage</li></ul></li></ul>

<p><i>Training Outline</i></p>	<ul style="list-style-type: none"><li>• The landing page of this course has a brief introduction to the benefits of bird feeding/watching</li><li>• The learner has three lessons/options to choose from. A brief description of each is provided (via flip card) and each lesson has a button for the learner to click</li><li>• Each lesson has an introduction specific to that lesson as well as a scenario-based summary</li><li>• Buttons to the other two lessons appear after the scenario-based summary in each<ul style="list-style-type: none"><li>○ Types of Bird Feeders<ul style="list-style-type: none"><li>▪ Flip cards with types of feeders (4-6 of them)</li><li>▪ Bulleted list regarding how to clean a bird feeder</li><li>▪ Scenario-base summary</li></ul></li><li>○ Bird Food Options<ul style="list-style-type: none"><li>▪ An image of a yard or field with several images of birds on top – each bird is a different species.</li><li>▪ Each bird image has a marker next to it – when learner clicks, information about which food attracts that species of bird appears.</li><li>▪ Image carousel with an image of each season and descriptions of the best food to provide during them</li><li>▪ Scenario-based summary</li></ul></li><li>○ Pest Prevention<ul style="list-style-type: none"><li>▪ Each tab of a horizontal tabs interaction has a different pest (squirrel, mouse, racoon) that the learner may encounter</li><li>▪ Clicking on the tab reveals an image and information about how to get rid of the pest</li></ul></li></ul></li><li>• Summary lesson<ul style="list-style-type: none"><li>○ Overview of what was covered in the course</li><li>○ A checklist giving the learner a chance to determine what they need to get started</li><li>○ Links to 3-4 field guides for the learner to check out</li><li>○ Link to the live bird cams at The Cornell Lab of Ornithology</li></ul></li></ul>
<p><i>Evaluation Plan</i> <b>(You can leave this blank until we get to the topic of Evaluation)</b></p>	<ul style="list-style-type: none"><li>• Each lesson has a situational scenario where the learner solves an avatar’s lesson-related problem before having the option to go to another lesson or to the summary slide</li></ul>