

Design Document

Hawaii – Traveling to The Big Island

| Course Structure | Discussed ideas/takeaways |
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| <i>Business Purpose</i> | <p>CNJ Travels (fictitious company) has seen a 20% increase in travel bookings to Hawaii – The Big Island. Currently, our travel agents have limited trainings and resources on sights and activities for our customers to visit.</p> <p>This training will be an overview of the sights and activities to discuss with customers when planning their vacation.</p> |
| <i>Business Goal</i> | <p>CNJ Travels will increase customer service relations by providing resources on sights and activities for their travel agents to assist customers planning a trip to Hawaii - The Big Island.</p> |
| <i>Target Audience</i> | <p>All travel agents</p> |
| <i>Training Time</i> | <p>30 minutes</p> |
| <i>Training Recommendation</i> | <p>1 eLearning course</p> <p>The course will outline five areas on the island. Each area will have sights and activities for our travel agents to discuss with our customers.</p> |
| <i>Deliverables</i> | <p>Design Document</p> <p>Storyboard</p> <p>1 eLearning course</p> <p>Developed in Articulate Rise 360</p> |
| <i>Intended Outcomes (Learning Objectives)</i> | <p>After completing this course, you will be able to...</p> <ul style="list-style-type: none">• Identify five key areas on the island using a map to help customers plan their visit.• Describe different sights and activities in the areas for customers to visit.• Decide which sights and activities to offer the customer. |
| <i>Training Outline</i> | <p>Introduction</p> <p>Attention questions for the learner</p> <p>Learning Objections</p> <p>Map of island showing 5 areas</p> <p>Knowledge check of the areas</p> <p>Kohala</p> <p>Description</p> <p>Beaches</p> <p>Land Sights</p> |

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| | Activities Knowledge check Hilo Description Waterfalls to Explore Land Sights Activities Knowledge Check Volcano National Park Description Kilauea Volcano Mauna Loa Volcano Land Sights Hiking Resources Knowledge Check South Island Description Beaches Land Sights Activities Knowledge Check Kona Description Beaches Land Sights Activities Knowledge Check Conclusion Summary Resources |
| <i>Evaluation Plan</i> | Knowledge checks for each section. Managers will track travel bookings to Hawaii – The Big Island to survey customer satisfaction. |