

Wedding Cake Consultation Design Document

<i>Business Purpose</i>	In 2022, the average wedding couple spent approximately \$500 on the cake for their special day. While it is extremely important to conduct proper research on bakers, communicate wants and needs such as decorations, agree on the budget and size of cake, not all celebrants have a visual or concept of the cake of their dreams. This course will assist learners with options and details associated with ordering a wedding cake and finding a baker who share their esthetics.
<i>Target Audience</i>	Celebrants who require guidance in choosing a baker and learning about decorative options available for wedding cakes.
<i>Training Time</i>	30 minutes independently working through video
<i>Training Recommendation</i>	Scenario based (we follow bride Nicole and her mother through interviewing a baker and choosing her own wedding cake.) This scenario based training will provide real questions and options for the learners to see and choose from. The choices are provided with examples (definitions and pictures). Learners will choose their preferences and the course will compile them onto a printable form for the learner to take to an actual baker. This will show not only has the learner been educated enough to make choices, but to be able to converse about them to an actual baker as well.
<i>Deliverables</i>	<ul style="list-style-type: none">• Storyboard including script• 30 minute eLearning video created in Storyline• Customized video to learner using information learner provides utilizing JavaScript.• Printable form with choices and preferences of cake features to take to baker of choice.• Narrator voice over with WellSaid Labs
<i>Learning Objectives</i>	<p>At the end of this course, you will be able to:</p> <ol style="list-style-type: none">1. Estimate the number of cake servings for the number of guests attending.2. Discuss cake budget and venue.3. Recall interview questions for potential bakers.4. Describe your perfect wedding cake.
<i>Training Outline</i>	<p>Welcome</p> <p>Navigation</p> <p>Introduce Scenario</p> <ul style="list-style-type: none">• Bride and mother at bridal shop• Bride has forgotten to order cake

Wedding Cake Consultation Design Document

	<p>Cake ordering Timeline</p> <p>Knowledge Check</p> <ul style="list-style-type: none">• What is the bride's first step to ordering a cake? <p>Learning Objectives</p> <ul style="list-style-type: none">• Estimate the number of cake servings• Discuss cake budget and venue• Interview questions for potential bakers• Describe your perfect wedding cake <p>Types of Cake Decorations and Features</p> <ul style="list-style-type: none">• Flowers• Frostings• Decorations• Flavors• Budget• Venue <p>Mind break Cake Decorating game</p> <p>Interviewing Bakers</p> <ul style="list-style-type: none">• Finding a baker?• Insured and Licensed?• Portfolio?• Deposit?• Price? <p>What if you cannot afford the cake of your dreams?</p> <ul style="list-style-type: none">• Tips to lower the cost of a wedding cake <p>Assessment</p> <ul style="list-style-type: none">• 5 questions• 80% to pass• Retry to times <p>Printable form</p> <p>Summary</p> <ul style="list-style-type: none">• Instragram link• Pinterest link <p>Congratulations</p>
<i>Assessment Plan</i>	<p>5 quiz questions</p> <p>Based upon facts presented within course</p> <p>80% pass rate</p>

Wedding Cake Consultation Design Document

	<ol style="list-style-type: none">1. It is best practice to choose a baker because the name of the bakery is funny. (Objective 3 - interview bakers)2. Match the wedding flower types to their definitions (gumpaste, fresh flowers, buttercream) (Objective 4 - describe your perfect wedding cake)3. The number of guests invited has no bearing on the amount of cake ordered. (Objective 1 Estimate the number of cake servings)4. A wedding cake is the showpiece of the reception and can be a major portion of the wedding cost. (Objective 2 - discuss budget)5. The three major types of buttercreams used in the wedding industry are: american, swill and italian (Objective 4 - describe your perfect wedding cake) <p>2 times retry</p>
--	--