

Growing Organic Zucchini in the Urban Backyard - Design Document

<i>Business Purpose</i>	Gregg's Garden Center provides a wide variety of plants and products for plant care and garden landscaping. A significant number of customers grow organic vegetables at home. Sales associates have struggled to sell products needed to successfully grow organic zucchini and have not been able to answer customer questions about growing zucchini organically in the limited space of urban backyards. The goal is to educate sales associates on how to grow organic zucchini in limited spaces so they can provide customers with setup and care product options as they answer customer questions, which will ultimately increase sales.
<i>Target Audience</i>	Sales Associates that directly work with customers answering questions and providing product suggestions. Both new and current sales associates will complete this training once and then as a refresher course when needed.
<i>Training Time</i>	30 minutes – Training time is based on the complexity of the course content and giving the learner time to complete both formative and summative assessments.
<i>Training Recommendation</i>	<ul style="list-style-type: none">• 1 eLearning course to allow sales associates to complete training at different times to limit disruption to the company's work schedule and customer service.• Course will present options for setups to use for growing organic zucchini in limited spaces and organic zucchini plant care.• Information will be delivered through scaffolded interactivity with knowledge checks.• Final evaluation.
<i>Deliverables</i>	<ul style="list-style-type: none">• 1 storyboard outlining the Growing Organic Zucchini in the Urban Backyard training course including script• 1 eLearning course developed in Articulate Storyline with voiceover narration
<i>Learning Objectives</i>	By the end of the course, the learner will be able to... <ul style="list-style-type: none">• Identify methods of supporting and training zucchini plants in limited spaces.• Explain methods of care to increase zucchini production.• Describe how to use neem oil to guard against zucchini pests and diseases.
<i>Training Outline</i>	Introduction <ul style="list-style-type: none">• Welcome• Navigation• Learning Objectives Topic: Setup <ul style="list-style-type: none">• Saving space– explanation of growth on farms compared to urban backyard, growing vertically, and supporting weight.• Different support setups: wooden pallet, pot, trellis

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	<ul style="list-style-type: none">• Methods for vertical training: tie, prune• Knowledge Check <p>Topic: Care</p> <ul style="list-style-type: none">• Care basics: mulch, watering, fertilizer• Explanation of how zucchini is produced through pollination.• Differentiating male and female flowers• Explanation of pollination methods; bee tool• Knowledge Check• Explanation of pests, diseases, and neem oil use. <p>Conclusion</p> <ul style="list-style-type: none">• Final Evaluation• Summary• Congratulations
<i>Assessment Plan</i>	<p>5 assessment questions at the end of the eLearning course</p> <ul style="list-style-type: none">• 2 questions for the first objective• 2 questions for the second objective• 1 question for the third objective <p>Learner must score 80% to pass</p> <p>Questions will be created during alpha development (after storyboard/script have been fully approved)</p> <ul style="list-style-type: none">• 3 multiple choice questions• 2 multiple response questions