

Gut Health | Design Document

<p><i>Business Purpose</i></p>	<ul style="list-style-type: none"> • Garden Guts is an influencer marketing startup that focusses on gut health-a quickly growing topic on social media. • They are looking for a way to promote their business by offering the basics about gut health in an easy-to-use, eye-catching way. • Currently, 70% of their clients are young adults with busy lives who don't have the time to learn about their gut health or go to the doctor. These clients want quick and easy solutions for their prolonged gut issues. • By using a gut health module, Garden Guts will: <ul style="list-style-type: none"> ○ Promote their business to their target audience ○ Obtain more clients ○ Give current and future clients the flexibility to learn about gut health at their own pace in their free time.
<p><i>Target Audience</i></p>	<p>Busy young adults with prolonged stomach issues</p>
<p><i>Training Time</i></p>	<p>15-20 minutes</p>
<p><i>Training Recommendation</i></p>	<p>1 eLearning course</p> <ul style="list-style-type: none"> • Allows learners to complete at their own pace • Can be used and shared on social media • Although targeted for young adults, it can be used for anyone who wants to learn more about gut health
<p><i>Deliverables</i></p>	<p>1 eLearning course</p> <ul style="list-style-type: none"> • Developed in Rise 360 • Design document • Includes engaging images of people from all backgrounds • Includes symptoms lists and possible solutions • Final quiz
<p><i>Learning Objectives</i></p>	<p>After completing the module, learners will be able to:</p> <ul style="list-style-type: none"> • Define the word dysbiosis and microbiome. • Recall the three main food types to help improve your gut health. • Describe the 5 changes you can make to your daily routine that can improve and maintain your gut health.
<p><i>Training Outline</i></p>	<p>Introduction</p> <ul style="list-style-type: none"> • Explanation of your gut (compared to a garden) • Knowledge Check <p>Dysbiosis</p> <ul style="list-style-type: none"> • Signs of unhealthy gut • Ways to improve gut health • Foods to eat

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	Final Quiz Congratulations/Resources
<i>Assessment Plan</i>	Final Quiz <ul style="list-style-type: none">• Instant feedback• 5 questions• Related to objectives