

Paris Museums Design Document

Business Purpose	<p><i>Voyages by CC</i> is a growing travel company that specializes in European travel with their primary focus on budget travel for small groups and couples. The travel agents match tourist sites with the customer's preferences, creating a unique self-guided travel package for each client.</p> <p>Paris, France is one of the more popular travel destinations. Over the past six months, travel to Paris has increased by 40% requiring the company to hire more travel agents.</p> <p>Clients complete a post-travel survey. Customer feedback reveals that <i>Voyages by CC</i> has an excellent matching rate when it comes to monuments; however, its museum match rate has steadily declined from excellent (5 out of 5 stars) to fair (3 out of 5 stars) over the same six-month period.</p> <p>Due to the lower museum rating, the overall company rating has fallen from a preferred service level (5/5 stars overall averaged services) to standard (4/5 stars).</p> <p>The goal is to raise the museum match rating back to excellent by providing training for new-to-Paris travel agents.</p>
Target Audience	<p>The primary target audience is agents hired within the past six months who are unfamiliar with the city of Paris and its museums. All other employees are encouraged to complete the course as a refresher.</p>
Training Time	<p>25–35-minute eLearning course</p>
Training Recommendation	<ul style="list-style-type: none">• The agents hired within the past six months should receive training materials delivered through one Storyline e-learning course about the top ten most visited museums in Paris.• Employees will complete the course on company devices during the workday. Since some employees work remotely, an e-learning course is the best learning modality.
Deliverables	<ul style="list-style-type: none">• Storyboard with script outlining the Paris Museum training course• One e-learning course developed in Articulate Storyline with voice-over narration• One reference learning aid for the travel agents
Learning Objectives	<p>By the end of the training, the learner will be able to:</p> <ul style="list-style-type: none">• Locate the most popular museums in Paris• Match museums to their art eras and styles• Indicate the best museums to visit based on client preferences

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Training Outline	<p>Introduction</p> <ul style="list-style-type: none">• Paris as major travel destination• Course navigation• Learning Objectives <p>Topic: Districts of Paris</p> <ul style="list-style-type: none">• General information• Knowledge check (two attempts): location of museums <p>Topic: Art information by museum</p> <ul style="list-style-type: none">• Information about the top ten museums• Knowledge check (two attempts): matching museum to its art <p>Topic: Scenarios</p> <ul style="list-style-type: none">• Review slide• Scenarios <p>Assessment Summary Conclusion</p>
Assessment Plan	<p>Knowledge checks</p> <ul style="list-style-type: none">• Two• Two attempts each <p>Assessment</p> <ul style="list-style-type: none">• Five questions• Unlimited attempts• Must achieve 80% or higher to pass the e-learning module
Post-assessment growth	<p>Employees will now be able to:</p> <ul style="list-style-type: none">• Locate the ten popular museums in Paris• Accurately match museums given their art styles and eras to our client preferences <p><i>Voyages by CC</i> will see:</p> <ul style="list-style-type: none">• A steady increase in their museum match star rating, returning to 5 out of 5 in the following six months based on client post-travel surveys• A return to a preferred travel company service level within 8 months of the training