

# Design Document

**Company:** PetLove

**Training Title:** Preparing Customers for Guinea Pig Ownership

<b>Business Goal and Problem</b>	<p>Our goal is to reduce the number of guinea pigs returned to our store by 50%.</p> <p>Our customers are buying guinea pigs but then returning them after being surprised by money, supply, and care needs. Our employees need to be trained in how to help customers be prepared to take guinea pigs home.</p>
<b>Target Audience</b>	<p>Employees of PetLove who are helping customers purchase guinea pigs and guinea pig supplies.</p> <p>Most of PetLove's new employees are in their 20s-30s. We are a regional, midwest pet shop, so a large portion of its employees are white and native English speakers. However, about 30% of our employees are able to speak a second language. PetLove operates as a pet shop, so many of our newer employees have not received a college degree yet.</p>
<b>Learning Objectives</b>	<p><b>Terminal LOs:</b></p> <ol style="list-style-type: none"><li>1. Indicate recurring costs vs one-time cost of owning a guinea pig</li><li>2. Choose the correct cage style for a home with pets</li><li>3. Choose the correct bedding for an allergy</li><li>4. Respond correctly to customer's questions about routine guinea pig care</li></ol> <p><b>Enabling LOs:</b></p> <p>Learn which items customers need to buy for a guinea pig</p> <p>Learn about pros and cons of open vs closed cages</p> <p>Learn about fleece and wood chip bedding options</p> <p>Learn about routine guinea pig care that will be needed in a home setting</p>
<b>Training Recommendation</b>	<p><b>Delivery Method:</b> e-Learning course using Rise 360</p> <p><b>Approach:</b> Course will be divided into three lessons. Lesson one will cover supplies/money cost. Lesson 2 will cover special situations such as allergies and pets at home. Lesson 3 will cover routine care and time needed to care for guinea pigs. There will be knowledge checks along the way as well as a scenario-based assessment. Focus will be given to customer questions/concerns and how to best help them be prepared. Will be interactive.</p>

<b>Training Time</b>	15 minutes
<b>Deliverables</b>	One interactive, e-Learning course developed with rise 360 One job aid one-pager covering course content for pet binder
<b>Training Outline</b>	<ul style="list-style-type: none"> <li>• Welcome <ul style="list-style-type: none"> <li>◦ Mission of PetLove, Purpose, Learning Objectives</li> </ul> </li> <li>• Buying the Essentials <ul style="list-style-type: none"> <li>◦ Items that are one-time purchases <ul style="list-style-type: none"> <li>■ Cage, Two guinea pigs, Water bottle, Food dish, Hideaway house, Brush/broom</li> </ul> </li> <li>◦ Items that are recurring purchases <ul style="list-style-type: none"> <li>■ Vet, Food Pellets, Fresh veggies, Hay, Bedding</li> </ul> </li> </ul> </li> <li>• Special Situations <ul style="list-style-type: none"> <li>◦ Other Pets at Home <ul style="list-style-type: none"> <li>■ Open Top Cage Option <ul style="list-style-type: none"> <li>• Can easily reach guinea pigs, Easier to clean, Easier to watch/interact/feed them</li> </ul> </li> <li>■ Closed Top Cage Option <ul style="list-style-type: none"> <li>• Safer with other pets, Could be safer with kids but also harder for other kids to reach</li> </ul> </li> </ul> </li> <li>◦ Allergies <ul style="list-style-type: none"> <li>■ To guinea pigs themselves, To Hay, To Bedding <ul style="list-style-type: none"> <li>• Wood Chip Bedding Option ■ Fleece Bedding Option</li> </ul> </li> </ul> </li> </ul> </li> <li>• Routine Care <ul style="list-style-type: none"> <li>◦ Daily needs of guinea pigs <ul style="list-style-type: none"> <li>■ Water, Pellets, Hay, Fresh veggies, Spot clean cage, Interactions, Your time</li> </ul> </li> <li>◦ Less-frequent needs of guinea pigs <ul style="list-style-type: none"> <li>■ Vet, Nails clipped, Deep clean cage</li> </ul> </li> </ul> </li> <li>• Final Assessment</li> <li>• Congratulations</li> </ul>
<b>Assessment Plan</b>	<p><b>Level 2 Assessment:</b> Learners assessed through knowledge checks, practice scenario, and final graded quiz. The graded quiz will be five question long with a passing score of 80%</p> <p><b>Level 3 Assessment:</b> PetLove will send out surveys to new guinea pig owners to see if they felt prepared for guinea pig ownership when they purchased their guinea pigs from our employees. We will also check our date to see if fewer guinea pigs are being returned to the store.</p>