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| *Business Purpose* | Studio membership at Purity Yoga declines when new members are not given proper instruction on what yoga entails, and how to properly prepare themselves for building their own yoga practice. Purity Yoga Studio strives to maintain and grow their member base by making sure that each new member has the resources available to successfully establish their own daily yoga practice.  This module is designed to train each new member on how yoga can benefit them, as well as provide key tips for getting their practice started and guidance on the essential items they will need for their practice at the studio. By providing training before new members begin, Purity Yoga can increase client retention. The number of memberships signed and maintained has been shown to be directly correlated to clientele’s ability to properly integrate themselves into their new practice.  In addition, all new staff members will be required to take this course to better assist the new and existing client base. This will also help to maintain membership retention. | |
| *Target Audience* | New Purity Yoga Studio Members and New Staff Members | |
| *Training Time* | Estimated 20 Minutes – self paced   * 4 Learning Objectives * Graded Final Assessment – containing 5 multiple-choice questions | |
| *Training Recommendation* | This course will be an eLearning module and will be required for all new studio members and all new staff members. Completion of this course will be required before their first practice session in our studio or first day of employment, respectively. eLearning is the best format as new members and employees can complete the training in the studio or at home at their convenience. The course is self-paced, with an avatar used as a guide and voice over narration for instructions as they progress through the module. | |
| *Deliverables* | In addition to this design document, you will receive:   * 1 Storyboard script detailing the Introductory Yoga course, including content and how material will be delivered   + Course is guided by the avatar Sarah   + Includes voice-over narration   + Includes a final assessment * 1 eLearning module * designed in Articulate Storyline * includes voice over narration * course is guided by a life-like avatar * Includes a knowledge check and a graded quiz | |
| *Learning Objectives* | At the end of this course, learners will be able to:   * Define what yoga is * Identify the health benefits yoga has to offer * List the items needed for a successful yoga practice * Identify key tips for creating your own yoga practice | |
| *Training Outline* | **Introduction**   * Narration welcoming them to Purity Yoga Studio * Message highlighting the course intent to help them get the most out of their new yoga practice   **Navigation**  **Getting Started**   * Sarah avatar enters in a studio environment, welcomes them to   the course and gives a brief overview.  **Learning Objectives**  **Topic: What is Yoga**   * **Subtopic**: 3 Main Components * Meditation * Breathing * Postures   **Topic: Benefits of Yoga**   * Mind Benefits * Body Benefits * Soul Benefits   **Knowledge Check**  **Topic: Essential Items**   * Yoga Mats * Proper Attire * Hydration * Practice Space Needs   **Topic: Key Tips for Creating Your Practice**  **Course Review –** an opportunity for a self-paced review of the material presented  **Final Assessment**   * 5 multiple choice questions based on the 4 learning objectives * Feedback for both passing and failing * Optional review of their quiz * Will need a passing score to exit the course and will be able to retake the quiz as needed | |
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| *Assessment Plan* | There will be a final assessment containing 5 multiple choice questions. The questions will be based on the learning objectives of this module. The learner must score 80% or above to receive a passing score. If they do not pass, they will be able to review their previous quiz answers before retaking the quiz. A passing score will allow them to exit the course. | |