



## DESIGN DOCUMENT: Tonareli Product Knowledge

<b>Business Purpose</b>	<p>New Tonareli employees need to learn a lot of product knowledge to be successful sales associates. To begin and get associates to hit the ground running, they need to be trained on Tonareli's most popular product line that accounts for 75% of sales.</p>
<b>Target Audience</b>	<p>All new Tonareli sales associates</p>
<b>Training Time</b>	<p>20 minutes</p>
<b>Training Recommendation</b>	<p>An eLearning module featuring rich graphical content that demonstrates Tonareli's most popular product line is recommended because new associates are remote and spread out geographically.</p>
<b>Deliverables</b>	<ul style="list-style-type: none"> <li>• Storyboard</li> <li>• One e-learning module developed in Articulate Storyline 360             <ul style="list-style-type: none"> <li>○ Includes voice-over narration</li> <li>○ Includes specific information and pictures of</li> <li>○ Tonareli violin fiberglass cases</li> <li>○ Knowledge Check</li> </ul> </li> </ul>

## Learning Objectives

At the end of this module, the learner will be able to:

- Summarize Tonareli's appeal
- Identify Tonareli's most popular product line
- List the three best-selling colors
- Explain three benefits of fiberglass
- Discuss interior and exterior features
- Recognize which accessories are included

## Training Outline

### Topic: Introduction

- Welcome
  - Introduces learners to the course
- Navigation
  - explains course features, settings and navigation
- Objectives
  - informs learner of the six learning objectives in this module

### Topic: Overview

- Popularity
  - introduces learner to the popularity of the Tonareli brand
- Overview
  - identifies four ways that Tonareli stands out
    - Balance
    - Universal
    - Brand Recognition
    - Originality
- Collections & Colors
  - introduces learner to the most profitable and most popular Tonareli product line
- Core Collection
  - explores the thirteen colors in the core collection
- Special Edition Collection
  - explores the eleven colors in the special edition collection

### Topic: Case Details

- Features
  - summarizes high level case features
- Fiberglass Construction
  - identifies three benefits of fiberglass
    - Lightweight
    - Durable
    - Strong
- Case Exterior
  - in depth look at the exterior features of the case
    - Latches
    - Handle
    - D-rings
    - Shoulder strap
    - Backpack
    - Music bag
- Case Interior
  - in depth look at the exterior features of the case
    - Bow pouch
    - Neck cushion
    - Blanket
    - Base cushion
    - Locks
    - Pouch

### Topic: Assessment

- Placed after learning material
- 1. Multiple Choice
  - Summarize Tonareli's appeal.
- 2. Multiple Choice
  - What is Tonareli's most popular product line?
- 3. Multiple Choice
  - Which is not a top three color?
- 4. Multiple Answer
  - Tonareli violin fiberglass cases can:
- 5. True / False
  - Fiberglass is lightweight, durable and strong.
- 6. Drag and drop
  - Which accessories are included / an additional purchase?

	<p>Topic: Conclusion</p> <ul style="list-style-type: none"><li>• Summary<ul style="list-style-type: none"><li>○ Summarizes topics covered in the course</li></ul></li><li>• Thank you<ul style="list-style-type: none"><li>○ Call to action to learn more on website and social media accounts</li><li>○ Acknowledges learner participation</li></ul></li></ul>
<p>Evaluation Plan</p>	<p>Assessment with six questions covering each learning objective individually. Learner must score 80% to pass the module.</p>