

STORYBOARD: Tonareli Product Knowledge

Notes for Reviewers:

- Please focus on the **accuracy** and **completeness** of the content during this review cycle.
- Remember, the text in the left column will be <u>narrated audio</u>.
 - There will be "connecting" words and phrases that would not appear in a written procedure. If the wording seems awkward to you, try reading the text aloud to see how it fits, then make changes if it still seems necessary.
 - Formatting is merely to aid the voiceover talent: remember, learners will hear not see this text.
 - Capitalization is <u>not</u> important in the left column, but is <u>very important</u> in the next column, "On-Screen Text."
- Use the Table of Contents on the next page for ease of navigation.
- Please use the "Comment" feature in the "Insert" tab to make notes directly in the document.
- Optional Tip: Hiding the top and bottom margins of this document (double-clicking between the pages to "Hide/Show White Space") will enable you to go through the storyboard more smoothly.

Target Audience:

• All new Tonareli sales associates

Seat Time:

• 20 minutes

Learning Objectives:

At the end of this module, learners 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.

Table of Contents

Welcome2
Navigation2
Learning Objectives3
Popularity4
Overview4
Collections & Colors5
Core Collection5
Special Edition6
Case Features6
Fiberglass7
Exterior7
Interior8
Knowledge Check8
Summary9
Thank You10

Slide 1 Welcome			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] Welcome to Tonareli.	[1] Welcome to Tonareli	Unless otherwise indicated, the learner will click Next to continue.	
[2] This course will set you up for success as a new Tonareli employee with key product knowledge of our most popular product line.	[2] This course will set you up for success as a new Tonareli employee with key product knowledge of our most popular line.	[2] Text enters slide during narration.	Background image
[3] To get started, click the begin button.	[3] Begin (button)	[3] Begin button appears during narration.	

Slide 2 Navigation			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
 [1] Let's take a look at the course interface. [2] If you'd like to navigate to a different section of the course, click the menu. [3] If you need to pause the course, click the play pause button. [4] The seeker allows you to see your progress on a particular slide. [5] If you'd like to adjust the volume of the audio, click on the volume button. [6] If you need to go backwards, press the previous button. 	[1]Navigation [1] Using the Course Interface	As narration is read, each feature is highlighted.	A music bar as the background with music notes appearing in sync with the narration highlighting the navigational buttons.
[7] And if you'd like to skip ahead, click the next button.			

Slide 3 Learning Objectives			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] At the end of this module you'll be able to	 [1] Learning Objectives [1] Participants will be able to: [2] summarize Tonareli's 	Each objective enters the slide in sync with the narration.	
[2] summarize Tonareli's appeal	appeal		
[3] identify Tonareli's most popular product line	[3] identify Tonareli's most popular product line		Background image is turquoise fiberglass case laid on its side.
[4] list the three best- selling colors	[4] list the three best- selling colors		Bullets for each learning objective
[5] explain three benefits of fiberglass	[5] explain three benefits of fiberglass		
[6] discuss the interior and exterior features	[6] discuss the interior and exterior features		
[7] and recognize which accessories are included in the case.	[7] recognize which accessories are included in the case.		

Slide 4 Popularity			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
 [1] Tonareli was founded in 2007 and quickly became [2] a world recognized brand competing with well-established companies and disrupting the music industry with bright, colorful cases. 	[2] Tonareli has taken the music world by storm.	[2] Text fades in during narration.	Background Image

Slide 5 Overview			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] Tonareli hits the high note through several points. Tonareli strikes a		Each point enters the slide in sync with the narration.	\$} \$\$\$\$\$
[2] balance between safely protecting instruments and being fun. Tonareli cases are	[2] Balance[2] Tonareli cases offerthe perfect balance ofprotection and fun.		Background image
[3] universally loved and can be spotted both in high school and professional orchestras.	 [3] Universal [3] Tonareli cases are universally loved by both students and professionals. 		
[4] The Tonareli brand is recognized worldwide, and sells cases in the Americas, Europe, Africa, Asia, and Australia.	[4] Brand [4] The Tonareli brand is recognized worldwide.		
[5] With Tonareli's popularity and success, many imitators emerged, but Tonareli is the original.	[5] Original [5] There are many imitators, but Tonareli is the original.		

Slide 6 Colors & Collections			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] Tonareli has several product lines and collections for classical string instruments. Today we will explore the most popular product line for violins, the Tonareli Fiberglass Case.	[1] Colors & Collections		Background image
[2] Tonareli Violin Fiberglass Cases are categorized into two collections, with a total of 24 colors to choose from. Let's have a look.	[2] Tonareli violin fiberglass cases are categorized into two collections, with 24 colors in total to choose from.	[2] Text fades in during narration.	

Slide 7 Core Collection			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] The core collection is comprised of Tonareli's time-tested, most popular solid colors. The colors in this collection are always available and in stock.	[1] Core Collection [1] The core collection is comprised of Tonareli's time-tested, most popular solid rainbow of colors.		thirteen circle color swatches representing each color in the collection
[2] The three best-selling colors are turquoise, lime and pearl.		[2] Indicators highlight turquoise, lime, and pearl.	[2] stars appear above the turquoise, lime, and pearl swatch
[3] Click on each color to learn more.	[3] Click each color to learn more.	[3] Each swatch is a button to go to its own layer	

	Slide 7.1 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection BLUE Smooth royal blue Tonareli Violin Fiberglass Case VNF1003	X button in top right to exit layer and go to base layer	

	Slide 7.2 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection TURQUOISE Smooth pastel blue-green Tonareli Violin Fiberglass Case VNF1019	X button in top right to exit layer and go to base layer	

	Slide 7.3 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection GREEN Smooth kelly green Tonareli Violin Fiberglass Case VNF1002	X button in top right to exit layer and go to base layer	

	Slide 7.4 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection LIME Smooth pastel pistachio green Tonareli Violin Fiberglass Case VNF1009	X button in top right to exit layer and go to base layer	

	Slide 7.5 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection YELLOW Smooth pastel yellow Tonareli Violin Fiberglass Case VNF1006	X button in top right to exit layer and go to base layer	

	Slide 7.6 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection ORANGE Smooth bright orange Tonareli Violin Fiberglass Case VNF1012	X button in top right to exit layer and go to base layer	

	Slide 7.7 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection RED Smooth fire engine red Tonareli Violin Fiberglass Case VNF1005	X button in top right to exit layer and go to base layer	

	Slide 7.8 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection BURGUNDY Smooth bordeaux red Tonareli Violin Fiberglass Case VNF1007	X button in top right to exit layer and go to base layer	

	Slide 7.9 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection PURPLE Smooth purple magenta Tonareli Violin Fiberglass Case VNF1007	X button in top right to exit layer and go to base layer	

	Slide 7.10 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection PINK Smooth pastel pink Tonareli Violin Fiberglass Case VNF1008	X button in top right to exit layer and go to base layer	

	Slide 7.11 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection PEARL Textured satin cream Tonareli Violin Fiberglass Case VNF1011	X button in top right to exit layer and go to base layer	

	Slide 7.12 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection SILVER Smooth reflective silver Tonareli Violin Fiberglass Case VNF1004	X button in top right to exit layer and go to base layer	

	Slide 7.13 Core Collection Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Core Collection WHITE Smooth bright white Tonareli Violin Fiberglass Case VNF1020	X button in top right to exit layer and go to base layer	

Slide 8 Special Edition			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
 [1] Tonareli's special edition collection changes based on trends, seasons, and new technology. [2] The special edition collection features different materials, colors, textures and finishes. These cases are limited and sell out quickly. 	 [1] Special Edition [1] The special edition collection features unique materials, colors, textures and finishes. 		eleven circle color swatches representing each color in the collection
[3] Click on each color to take a closer look.	[3] Click each color to learn more.	[3] Each swatch is a button to go to its own layer	

	Slide 8.1 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition PEARL GRAPHITE Silver checks on cream Tonareli Violin Fiberglass Case VNF1016	X button in top right to exit layer and go to base layer	

	Slide 8.2 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition WHITE SPECKLED Black paint splatter on white Tonareli Violin Fiberglass Case VNF1014	X button in top right to exit layer and go to base layer	

	Slide 8.3 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition GREEN CHECKERED Black checks on green Tonareli Violin Fiberglass Case VNF1016	X button in top right to exit layer and go to base layer	

	Slide 8.4 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition BLUE GRAPHITE Black checks on slate blue Tonareli Violin Fiberglass Case VNF1017	X button in top right to exit layer and go to base layer	

	Slide 8.5 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition BLUE CHECKERED Black checks on dark blue Tonareli Violin Fiberglass Case VNF1023	X button in top right to exit layer and go to base layer	

	Slide 8.6 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition MALIBU Colorful herringbone Tonareli Violin Fiberglass Case VNF1021	X button in top right to exit layer and go to base layer	

	Slide 8.7 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition RED SPECKLED Black paint splatter on red Tonareli Violin Fiberglass Case VNF1015	X button in top right to exit layer and go to base layer	

	Slide 8.8 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition RED GRAPHITE Black checks on deep red Tonareli Violin Fiberglass Case VNF1024	X button in top right to exit layer and go to base layer	

	Slide 8.9 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition GRAPHITE Small checks on grey Tonareli Violin Fiberglass Case VNF1018	X button in top right to exit layer and go to base layer	

	Slide 8.10 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition CHECKERED Black checks on grey Tonareli Violin Fiberglass Case VNF1013	X button in top right to exit layer and go to base layer	

	Slide 8.11 Special Edition Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	Special Edition TITANIUM Checks on polycarbonate Tonareli Violin Fiberglass Case VNF1025	X button in top right to exit layer and go to base layer	

Slide 9 Case Features			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] Tonareli cases include innovative, thought out features to protect instruments, store accessories, and carry in convenient ways, all while looking sharp. Let's continue and dig deeper into the features of the case.	 [1] Case Features [1] Tonareli cases include innovative, thought out features to protect instruments, store accessories, and carry in convenient ways, all while looking sharp. 	[1] Text fades in during narration.	Background image

Slide 10 Fiberglass Material			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] All of the core collection, and most of the special edition collection is made of fiberglass. Fiberglass was chosen because of three primary reasons.		Each point enters the slide in sync with the narration.	Header image
[2] It's lightweight. Similar to plastic, fiberglass weighs very little.	[2] Lightweight[2] Similar to plastic,fiberglass weighs verylittle.		[2] balloon icon
[3] It's durable. Fiberglass is resistant to high temperatures, humidity and corrosion.	[3] Durable[3] Fiberglass is resistant to high temperatures, humidity and corrosion.		[3] hammer icon
[4] It's strong. Pound for pound, fiberglass is stronger than steel or aluminum.	[4] Strong[4] Pound for pound,fiberglass is stronger thansteel or aluminum.		[4] barbel icon

Slide 11 Exterior			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] Let's take a look at the exterior features of the case.[2] Click each circle to learn more.	 [1] Exterior [2] Click each circle to discover exterior features and uses. 	[2] Seven hotspots lead to a separate layer.	

	Slide 11.1 Exterior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
There are four matte black spring latches that hold the case securely closed.	Exterior LATCHES 4 spring latches to hold the case securely closed	X button in top right to exit layer and go to base layer 4 animated circles highlight location of latches	

	Slide 11.2 Exterior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
The ergonomic vegan leather handle is padded and finished with a stitched Tonareli logo.	Exterior HANDLE Padded and stitched brown in black vegan leather handle	X button in top right to exit layer and go to base layer 1 animated circle highlights location of the handle	

	Slide 11.3 Exterior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
There are four rubber feet to safely balance the case on the floor, preventing scratches.	Exterior FEET 4 rubber feet to safely balance the case on the floor	X button in top right to exit layer and go to base layer 2 animated circles highlight location of the feet	

	Slide 11.4 Exterior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
The 6 D-rings on the back of the case are used to configure straps and attach music bags.	Exterior D-RINGS 6 D-rings to configure straps and music bags	X button in top right to exit layer and go to base layer 6 animated circles highlight location of D-rings	

	Slide 11.5 Exterior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
This padded logo strap is an additional purchase. Attach it to the two specified D-rings to wear the case on your shoulder.	Exterior SHOULDER STRAP Padded logo shoulder strap with carabiner and safety wire with locking screw *additional purchase*	X button in top right to exit layer and go to base layer 2 animated circles demonstrating where to attach shoulder strap	

	Slide 11.6 Exterior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
All of Tonareli's fiberglass cases can be worn as a backpack. Simply attach the included straps to the specified D-rings.	Exterior BACKPACK Two straps are included to wear the case as a backpack	X button in top right to exit layer and go to base layer 3 animated circles demonstrating where to attach backpack straps	

	Slide 11.7 Exterior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
Tonareli music bags are an additional purchase and can hold sheet music or accessories. Attach the bag to the three specified D-rings.	Exterior MUSIC BAG Exterior pouch for sheet music or additional accessories *additional purchase*	X button in top right to exit layer and go to base layer 3 animated circles demonstrating where to attach music bag	

Slide 12 Interior			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] Let's further dissect the case by exploring the interior features of the case.	[1] Interior		
[2] Click each circle to learn more.	[2] Click each circle to discover exterior features and uses.	[2] Six hotspots lead to a separate layer.	Blue box popup with text description

	Slide 12.1 Interior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
A divided stitched pouch allows two bows to be stored without rubbing against each other and the violin.	Interior A divided stitched pouch allows two bows to be stored without rubbing against each other and the violin.	X button in top right to exit layer and go to base layer 1 animated circle highlights the location of the pouch	Blue box popup with text description

	Slide 12.2 Interior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
Bows are securely held in place with the help of a twisting lock that sits perpendicular to the bow's frog.	Interior Bows are securely held in place with the help of a twisting lock that sits perpendicular to the bow's frog.	X button in top right to exit layer and go to base layer 2 animated circles highlight the location of the locks	Blue box popup with text description

	Slide 12.3 Interior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
This padded cushion gently cradles the neck and keeps the instrument in place with the velcro strap.	Interior This padded cushion gently cradles the neck and keeps the instrument in place with the Velcro strap.	X button in top right to exit layer and go to base layer 1 animated circle highlights the location of the cushion	
			Blue box popup with text description

	Slide 12.4 Interior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
A plush velvet blanket is included to insulate the instrument and shield the wood, hardware and strings.	Interior A plush velvet blanket is included to insulate the instrument and shield the wood, hardware and strings.	X button in top right to exit layer and go to base layer 1 animated circle highlights the location of the blanket	Blue box popup with text description

	Slide 12.5 Interior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
This detachable molded foam cushion can be readjusted to a precise position and supports the violin base and chin rest.	Interior This detachable molded foam cushion can be readjusted to a precise position and supports the violin base and chin rest.	X button in top right to exit layer and go to base layer 1 animated circle highlights the location of the cushion	Blue box popup with text description

	Slide 12.6 Interior Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
A removable, zippered accessory pouch is included to pack rosin, mutes, strings or cleaning cloths.	Interior A removable, zippered accessory pouch is included to pack rosin, mutes, strings, cleaning cloths, etc.	X button in top right to exit layer and go to base layer 1 animated circle highlights the location of the pouch	Blue box popup with text description

Slide 13 Assessment			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] Let's check your understanding. You must achieve at least 80% to successfully complete this course.	[1] Assessment [1] Let's check your understanding. You must achieve at least 80% to successfully complete this course.	Learner clicks the start button to start the assessment.	
[2] To begin, click the start button.	[2] Start (button)		

Slide 14 Question 1			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
Summarize Tonareli's appeal.	 #1 Summarize Tonareli's appeal. Select the correct answer. Tonareli is a start-up brand of musical cases that focuses on expressing your individuality through color. Tonareli is a universally loved brand of original cases that balance both protection and fun. Tonareli is a niche brand for professionals who need high end protection got their expensive instruments. Tonareli is a colorful and fun student level brand of cases that is ideal for beginner musicians. 	Multiple choice question	Grey box containing answers

Slide 15 Question 2			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
What is Tonareli's most popular product line?	#2 What is Tonareli's most popular product line? Select the correct answer. Carbon Fiber Violin Cases Fiberglass Violin Cases Fiberglass Viola Cases Polycarbonate Violin Cases	Multiple choice question	Grey box containing answers

Slide 16 Question 3			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
Which is not a top three color?	#3 Which is not a top three color? Select the correct answer. Turquoise Purple Lime Pearl	Multiple choice question	Grey box containing answers

Slide 17 Question 4			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
Tonareli violin fiberglass cases can:	#4 Tonareli violin fiberglass cases can: Select all that apply. Be carried three different ways Store four bows safely Be wheeled Store accessories inside	Multiple answer question Correct answer	Grey box containing answers

Slide 18 Question 5			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
Fiberglass is durable, lightweight and strong.	#5 Fiberglass is durable, lightweight and strong. Select true or false.	True / False question	Grey box containing answers
	True	Correct answer	
	False		

Slide 19 Question 6			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
Which accessories are included / an additional purchase?	#6 Which accessories are included / an additional purchase? Drag the left column to match. Shoulder strap Additional purchase	Drag and drop question The correct answers are paired together in the	Grey box containing answers
	Backpack straps Included Music bag Additional purchase Accessory pouch Included	previous column	

Slide 20 Results			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
	QUIZ RESULTS YOUR SCORE: x PASSING SCORE: 80%	Results of the assessment are displayed here.	

	Slide 20.1 Results Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
Congratulations! You passed the course.	QUIZ RESULTS YOU PASSED YOUR SCORE: x PASSING SCORE: 80%	Results of the assessment are displayed here.	
	Continue (button)	Learner clicks continue to move forward	
	Review (button)	Learner clicks review to review all correct answers	

	Slide 20.2 Results Layer		
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
You did not pass. Please try again by clicking the retry button.	QUIZ RESULTS YOU DID NOT PASS. YOUR SCORE: x PASSING SCORE: 80%	Results of the assessment are displayed here.	
	Retry (button)	Learner clicks retry to retake the assessment	

Slide 14 Summary			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
[1] Let's review.	[1] Summary[1] Below are the topics we covered in this course.	Colorful violin silhouettes with text appears in sync with the narration.	Each topic has a different colored violin silhouette shape .
[2] Tonareli creates colorful cases with modular features for musicians of all levels.	[2] focus		
[3] Tonareli's most popular product line is the Violin Fiberglass Case.	[3] collection		
[4] Turquoise, lime and pearl are the top colors in Tonareli's Violin Fiberglass Collection.	[4] colors		
[5] Tonareli's Violin Fiberglass cases have features that makes cases customizable.	[5] features		
[6] Fiberglass is lightweight, durable, and strong making it an ideal solution for cases.	[6] fiberglass		
[7] Tonareli offers accessories for purchase in addition to what is already included.	[7] accessories		

Slide 15 Thank you			
Voice Over Script	On-Screen Text	Functionality	On-Screen Graphics
 [1] Discover more about the Tonareli brand through our website and social media accounts. From all of us at Tonareli, [2] thank you for your participation. 	 [1] Discover More @Tonareli.com @Tonareli on Facebook @tonarelicases on Instagram [2] Thank you [3] Exit (button) 	[2] Text enters slide during narration.[3] Exit button at conclusion of narration.	Background image