PUMA Training Platform

Language Updates - Implementation Summary

Date:	February 4, 2026
Project:	PUMA Training Pilot 2026
Repository:	puma-training-demo
Status:	✓ All Changes Completed

Executive Summary

All language refinements requested in the Timi Feedback 002 brief have been successfully implemented. The platform design remains unchanged - only scripts, customer scenarios, and upselling language have been updated to reflect professional standards and realistic Nigerian PUMA retail context.

Changes Completed	Description
4 new scenarios	Added to customer game
6 Pidgin removals	From staff responses only
4 phrase updates	Improved professionalism
3 upselling changes	More assertive selling

File 1: puma-customer-game.html

Customer Scenarios JavaScript Array

Item #33 - Expert Buyer Language

> OLD: "I buy the Nitro, I know the new one just came out"
>
> NEW: "I saw the new Nitro online, do you have it?"

Rationale: More realistic to how Nigerian expert buyers actually speak when inquiring about specific products.

Item #33 - New Unavailable Item Scenario

> ADDED: "Do you have the Future Rider in my size? I checked last week"

Rationale: Addresses scenario where expert buyers ask for unavailable items. Staff should suggest alternatives while maintaining engagement.

Item #34 - Activity Buyer Language

> OLD: "I want to start running, which shoes are good?"
>
> NEW: "Which is good for gym?"

Rationale: Reflects actual customer phrasing in Nigerian PUMA retail stores.

Item #34 - Specific Activity Scenarios

> ADDED: "I'm doing treadmill running, what shoes work best?"
>
> ADDED: "I'm lifting weights at the gym, need proper shoes"

Rationale: Customers ask about specific gym activities, not just generic "gym" usage.

Item #25 - Material Questions: Faded Appearance

> ADDED: "This black shirt looks faded, is it supposed to be like this?"

Rationale: Common customer concern. Staff should explain it's a vintage/distressed wash by design and won't fade further.

File 2: lesson-sales-scripts.html

Staff Response Scripts

Items #35-42: Remove ALL Pidgin from Staff Responses

Official communication must be in standard English. Customer language remains unchanged.

Location	Before	After
Line 536	...for you o.	...for you.
Line 574	Yeah, we get am.	Yeah, we have it.
Line 582	...with that o?	...with that?
Line 620	...blisters o.	...blisters.
Line 650	...spray sha.	...spray.
Line 696	...use am for...	...use it for...

Items #36-39: Guided Buyer Script Updates

```
OLD: "Perfect — let me put something together for you o."

NEW: "Perfect — let me bring out items for you."

OLD: "Let me grab a few pieces that work together"

NEW: "Let me grab a few items that will look good for you"
```

Rationale: 'Bring out items' and 'items that will look good' are clearer and more professional than 'put something together' and 'pieces that work together'.

File 3: lesson-add-on-mindset.html

Shoe Protector Upselling Language

Item #44 - Active Selling for Shoe Protectors

Changed from passive information to assertive selling.

Type	Before	After
Example phrase	We have the protector spray for this	You'll need the protector spray for this — we have it available
Do/Don't item	Answer their question: We have the protector spray	Actively sell the need: You need a shoe protector if you're getting the sho
Principle text	This isn't selling — it's saving them	This is essential product care — you're preventing them

Rationale: Response should actively sell protectors as a necessity, not just mention availability. Uses stronger language: 'requires' vs 'needs', 'essential' vs optional.

What Was Preserved

• **Customer Language:** All Pidgin kept in customer dialogue ("wetin", "abeg", "na", etc.)

• **Platform Design:** No structural changes to HTML, CSS, or game mechanics

• **Training Flow:** Mission structure and progression unchanged

• **Visual Language:** All styling and design system preserved

Deployment & Testing Plan

• **This Week:** Board meeting Thursday - team focused on reports

• **Changes:** Language/scripts updated based on feedback (COMPLETED)

• **Testing:** Share with Sales lady, 2 ops staff, Malady (HR) this week/weekend

• **Feedback Meeting:** Schedule for next week (Tuesday or Thursday, 1 hour)

• **Pilot Launch:** Palm store deployment after meeting approval

Core Principle Achieved: Platform design unchanged. Focus on language refinement - removed Pidgin from staff scripts, made customer scenarios more realistic to Nigerian PUMA retail context, and added key missing scenarios (faded shirts, unavailable items, specific activities, assertive upselling).