Use this template to write your flagship project idea. The size of the boxes for your responses is an indicator of how much information is needed.

When it’s complete, you can share it with your team or partner. After that, if you’re in the bootcamp, you can bring it to a bootcamp pro.

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| Who is your audience? |

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| * Who will be viewing your portfolio? Check out Robbie’s [Pro Tip video](https://www.loom.com/share/1792b26fc773488f94a33a85e31d71d9) to better understand the audience. * Are you looking for corporate, government, education, or something else? * Are you expecting SMEs in a field to be looking at your portfolio because you have expert knowledge on this topic, or are you speaking to a more general audience? * If you don’t know what your audience is yet, just put “future employers” for now. |

## Who is your audience?

Define the audience for your flagship project in the box below.

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| Learners: Employees of Excellent Institute who are engaged in customer service.  Client: Excellent Institute, an online school who provides language courses to children of Chinese families from all over the world.  Future employers |

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| Who is your client? |

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| * There are typically two ways to work as an ID building learning experiences. Both approaches are great, but it’s helpful to understand which one you fall into. * On one hand, a client could ask you to build training for them. They likely have an expert to work with you on the content, and you’ll use their brand and style guide. In this case, your client is the company that is hiring you to make this training. This is the most common approach for flagship projects. * On the other hand, you could create and sell the completed training online. This is what Devlin’s flagship course is. In this case, your clients will be the learners. * Check out Robbie’s [Pro Tip video](https://www.loom.com/share/14809d6be5f44417bdd7e7d502f5800b) about providing value for clients and solving real-world problems. |

## Who is your client?

Name the client for your flagship project in the box below. Be specific. Even if it’s a fictitious company, create a name for it.

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| Excellent Institute |

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| Who is the learner? |

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| * Think of past job roles that you’ve held or job roles that you hold currently. People in these roles make for great learners for the flagship project. * Expertise and lived experience are important. This is because we will use real-world examples to make this experience more immersive. * If you’d like to work with a SME, do you have a friend or family member available to help? What job roles do they hold or have they held? |

## Who is the learner?

Define the learner for your flagship project in the box below. Be specific.

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| The learners for my flagship project are the employees of Excellent Institute who are engaged in customer service roles. Each day, the company receives inquiries and consultations from customers spanning the globe. The customer service team is responsible for addressing their inquiries, making customized study plans, and suggesting the most fitting courses for their needs. |

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| What is the performance problem? |

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| * What are people doing or not doing that’s causing a problem at the workplace or organization? * What are common mistakes employees are making? * Lack of training is not a problem…we need to identify specific tasks or processes that people are either performing incorrectly or not performing at all. |

## What is the performance problem?

Define the performance problem for your flagship project in the box below.

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| -Customer service people are not familiar with which courses should be recommended to which customers.  -Customer service people reply in an untimely manner, causing low communication efficiency and customer dissatisfaction.  -Customer service representatives leave customer requests unsolved.  - Customer service people reply in an improper manner to irate customers, causing customer dissatisfaction.  -Customer service representatives have repetitive Information requests to customers.  -Customer service representative communicate with customers in a robotic or scripted way. |

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| Is the problem caused by a lack of  knowledge or skill? |

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| * Consider the root cause of the problem. Is it caused because an employee does not know the information needed to do their job or does not know how to perform one or more skills necessary to do their job effectively? * Sometimes employees have the knowledge or possess the skill to do a job but fail to do so for other reasons, such as a lack of motivation or lack of access to something they need (environmental factors.) These problems do not reflect a knowledge or skill gap and will not be resolved through training. |

## Is the problem caused by a lack of knowledge or skill?

In the box below, discuss the root cause of the performance problem you have defined and discuss how it reflects either a gap in knowledge or skill for your learners.

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| -Customer service representatives don’t know the features and levels of the courses well.  -Customer service representative don’t have the skills to reply in a fast manner.  -Customer service representative don’t have the skills to avoid customers requests to be unsolved.  - Customer service people don’t know how to reply properly to irate customers  -Customer service representatives don’t have the skills to avoid repetitive Information requests to customers  -Customer service representatives don’t have the skills to avoid robotic and scripted interactions with customers. |

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| What are the consequences? |

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| * How is the performance problem affecting the organization or, if a social problem, humanity? * Are the consequences worth the cost & effort of a solution? * Think about the client: they are likely coming to you because they’re losing money. They’re losing enough money to justify paying you to create this training. If they do nothing to address the problem, what will happen in a day? A week? A month? A year? |

## What are the consequences?

Describe the consequences of the performance problem in the box below.

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| If the company does nothing to improve the customer service, the poor quality and low efficiency of the customer service will cause loss of potential customer and decline in revenue. |

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| What are the potential solutions? |

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| * Will a learning solution help solve the problem? * Does an eLearning solution make sense? eLearning solutions are ideal for large audiences that have different schedules or are geographically dispersed. * Will learners benefit from practice in a self-paced, online environment? eLearning is typically not a good solution for training physical skills. * Are there non-learning solutions? * Even though you will create a scenario-based eLearning experience for the flagship project, think about the other solutions that the client may want. You might not create any of them for your portfolio, but it’s helpful to imagine a complete solution instead of boxing yourself into eLearning. |

## What are the potential solutions?

Discuss the potential solutions to your flagship project in the box below.

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| - A scenario-based eLearning course that provide risk-free opportunites of practicing customer service skills.  -A job aid containing course features and information that customer service representatives can have a quick reference to on their job.  -A job aid containing frenquently asked questions that customer service representatives can have a quick reference to on their job. |

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| Envision the simulation |

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| * Which elements will the eLearning project include? * What’s the setting for the project’s story? * Will you add any unique elements or moments of delight? * Will you include any job aids or quick-reference guides? * It’s ok if you don’t have all of the answers right now! |

## Envision the eLearning simulation

Try to imagine and describe your scenario-based eLearning simulation below:

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| This eLearning project will be a scenario-based eLearning course. It will be structured as a story, in which it is the first day that a new customer service representative of Excellent Institute starts at the job role. Learners of the course will act as this representative and respond to various different situations. If a learner responds incorrectly or improperly, a customer’s face will become a happy face. And If a learner responds incorrectly or improperly, a customer’s face will turn angry and the learner will be directed to retry.  There will be a scoring meter which accumulate scores as learners progress to address problems. At the end of the course, which is the end of the first working day for the representative in the story, learners will get scores on their performance with a happy or angry face of the manager, and provide the rationale for each incorrect response. Learners will be encouraged to retry the whole course.  The eLearning project will include two job aids, a guide containing course features and information and a job aid containing frenquently asked questions that learners can have a quick reference to. |

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| Share your Solution |

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| Share your solution with your peers (or, if you’re in the bootcamp, a bootcamp pro) and get feedback before advancing. |

**To share**: Follow the instructions below.

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| **1** | Select the blue button in the top-right of the document labeled “Share”. |
| **2** | Select “Change to anyone with the link” at the bottom of the popup window. |
| **3** | Select the pulldown box that says “Viewer”. |
| **4** | Change the pulldown selection to “Commenter” and select the “Done” button. |
| **5** | Select “Copy link”. |
| **6** | Share the link with people who can give you feedback. |