

December 2023 eLearning Challenge: Retail Associate Health & Wellness

The Situation

You are an eLearning developer creating employee training for Gilbert's, a regional pharmaceutical retailer. At Gilbert's, shoppers expect efficient checkouts, clean stores, and knowledgeable pharmacy techs. Given the nationwide downturn in brick-and-mortar retail sales, Gilbert's marketing team has planned holiday promotions to attract customers to shop in-store or pick up their online prescription orders.

In preparation for extended holiday hours, all store locations have hired seasonal sales associates. High expectations for sales come with a staffing crunch. Hiring and retaining associates is more challenging than ever before, so having even one or two employees call out for a shift will strain customer service and daily operations.

The Challenge

Your expertise is needed to create an interactive eLearning course on practical preventative hygiene methods for new seasonal sales associates and pharmacy techs.

In 2022, Gilbert's HR team tracked callouts from Black Friday through New Year's Day. The majority of seasonal associate call-outs were due to illness, so HR aims to reduce call-outs in 2023 by 40%. Healthier associates will keep stores running smoothly to help the bottom line grow.

After completing your course, learners will be able to complete one or more of the following objectives:

- Identify signs of common illnesses (such as colds and flus) in themselves and customers to avoid contracting and spreading illnesses.
- Practice preventative hygiene methods to avoid contracting an illness.
- Participate in active upkeep of frequently touched common areas in the store (card readers, cash registers, kiosks, etc.).

Requirements & Constraints

As you design and develop your course, keep the following requirements and constraints in mind:

Interactivity & Content Presentation: Ideally, your solution will include decision-based interactions or scenarios to reinforce the skills being taught. Here are some ideas for how you might present your content and make it interactive:

- Write dialogue showing the effect in store of having too few associates (long lines, disgruntled customers, etc.).
- Create a drag-and-drop demonstrating a hygiene method (such as hand washing).
- Click-to-reveal germs in common store areas.
- Use a dial or slider to measure a potentially sick associate's temperature.
- Hide hotspots in a mocked-up store environment with opportunities to sanitize.
- Make a job aid (informative poster) for cashiers to remember disinfection protocols.
- Using a tabbed interaction to present employees with wellness tips.
- Engaging employee and customer characters in a retail setting where the employee notices a sick customer and must react appropriately (otherwise known as a branching scenario).

Authoring Tools: You are free to use any eLearning authoring tool you'd like; however, Articulate Storyline or Rise are recommended. If you're new to Articulate Storyline, [check out this playlist of videos](#) to help you get started.

Visual Design: You are free to design the course in any way you'd like; however, it should demonstrate good visual design best practices with a cohesive and consistent use of font, colors, images, and graphics. If you're new to visual design, [check out this playlist of videos](#) to help you get started.

Style Guide

To help in the design of your eLearning course, you can view and download the Gilbert's style guide and brand assets below. You are free to use these to design a branded course template, or you can create your own design.

Reference Materials

As you design and develop your course, you can create your own content from scratch or source your content from the following references:

- [Cold & Flu Prevention Tips for the Workplace](#)
- [Healthy Hygiene Tips for Cold & Flu Season](#)
- [The Ultimate Retail Store Cleaning Checklist](#)
- [Upper Respiratory Infections](#)

Submission Guidelines & Contest Rules

Once you're done building your course, you can submit it by commenting below and sharing a link to your finished project. If you're using Articulate Storyline or Rise, you can publish and [share a link from Articulate Review](#) or [on the web using Google Cloud](#). Along with a link to your published course, share a few words explaining your design decisions, challenges, inspiration, etc.

Because it's the holidays, for this month's design challenge, we'll be giving away a \$300 Amazon gift card to our top submission, along with two \$100 gift cards to our two runner-ups. To be eligible to win, your submission must be posted no later than Friday, December 29th, at 11:59 PM ET.

You can learn more about the [contest rules and criteria here](#).

If you'd like to get more eyes on your submission and encourage others to participate in the challenges, you might also consider...

- **Writing a Blog Post:** If you happen to have a blog or online portfolio, write a post about your submission and share it on social media. Make sure to link to it in the comments below for others to see!
- **Record a Video:** If you want to share how you went about designing your submission, record and share a screen recording video (via Loom, Camtasia, SnagIt, or YouTube) to showcase and explain your process. And, of course, don't forget to share a link to it in the comments below!
- **Share on Social Media:** If you're active on LinkedIn, Twitter, or another social media platform, create a post to share your submission. If possible, make sure to link back to this page and tag The eLearning Designer's Academy on [LinkedIn](#) or [Twitter](#) in your post.

Give & Get Feedback

After you've shared your submission, make sure to review what others have submitted and provide constructive feedback. Remember, the monthly challenges (and this community as a whole) are meant to provide an inclusive and supportive environment. As you provide feedback, make sure to keep our [Code of Conduct](#) in mind.

As you work to develop your project, also consider sharing your work-in-progress for community feedback in our [Get Feedback space here](#).

Challenge Recap, Submissions & Winner

Congratulations to this month's eLearning challenge winner, , for her winning submission for this month's challenge: [Gilbert's Workforce Wellness Training](#)! Additional congrats to our two runner-up winners for their outstanding submissions:

- [Creating Healthy Habits](#) by
- [Staying Healthy for the Holidays](#) by

Check out all of the submissions for this month's eLearning challenge below:

- [Staying Well at Gilbert's](#) by
- [Gilbert's Health & Wellness](#) by
- [Minimizing Illness in Customer Interactions](#) by
- [Gilbert's Healthy Holidays](#) by
- [Gilbert's Health & Wellness Training](#) by
- [Retail Associate Health & Wellness](#) by
- [Seasonal Health & Hygiene Training](#) by
- [Health & Wellness Challenge](#) by
- [Workplace Wellness Training](#) by
- [Gilbert's Cold & Flu Prevention](#) by
- [Retail Associate Health & Safety Training](#) by
- [Gilbert's Health & Safety Wellness](#) by
- [Gilbert's Retail Associate Training Guide](#) by &

- Flu Season Essential Training by
- Gilbert's Seasonal Hygiene Training by
- Retail Associate Health & Wellness by