

September 2023 eLearning Challenge: How to Make a Moscow Mule

The Situation

You work as an instructional designer for Bebida Especial, a spirits manufacturer that is a top rail choice for cocktail bars across North America. Your courses are taken by distribution partners (liquor stores and direct-to-bar stockers) as well as salespeople who do product demos and taste tests. The company is looking to boost sales and has asked you to create a course focused on the Moscow Mule. You will feature drink mixing basics highlighting Bebida Especial's signature vodka. In a world of options, why should your company's vodka be the product of choice for making a Moscow Mule? How can bartenders experiment with flavors to expand their menus and sell more cocktails?

The Challenge

You have been asked to create an interactive eLearning course on the basic recipe for mixing and serving a Moscow Mule using Bebida Especial's signature vodka.

Additionally, encourage learners to think of variations on the drink (flavors, garnishes, etc.) once they have the basics down. The course will be taken by distribution partners at cocktail bars as well as by salespeople who set up tasting stations at retail locations.

After completing your course, learners will be able to:

- Identify why Bebida Especial's vodka makes the best-tasting Moscow Mule
- Mix a Moscow Mule using the proper ingredients and measurements
- Explain why a Moscow Mule must be served in the proper vessel
- Propose at least one variation on the drink using different flavors, garnishes, 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:

- Making drink recipe cards using a tabbed interaction
- Dragging and dropping drink ingredients into a Moscow Mule mug
- Using characters to create a bartender/customer drink order interaction
- Including a number variable or quiz to test the learner's knowledge of ingredient measurements
- Highlighting key terminology, steps, or reminders with click-to-reveal interactions
- Presenting the learner with Moscow Mule ingredients and creating a branching scenario providing consequences for the choices made (such as garnishes, consulting with a customer about their preferences, and the customer's reaction).

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 Bebida Especial 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. **[Bebida Style Guide.pdf](#)** 2.44 MB **[Bebida Brand Assets.zip](#)** 4.84 MB





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:

- [How to Make a Moscow Mule Cocktail](#)
- [The Legend of the Moscow Mule: The Copper Cup that Could](#)
- [Top Moscow Mule Variations](#)
- [20 Incredible Moscow Mule Recipes](#)
- [Training Programs for Craft Spirit Brand Reps](#)



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.

To be eligible to win the \$100 Amazon gift card, your submission must be posted no later than Friday, September 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 [Laura Parenti](#) for her winning submission for this month's eLearning challenge: [The Bartender's Guide to the Perfect Moscow Mule!](#) **Check out all of the submissions for this month's eLearning challenge below:**

- [Bebida Especial's Perfect Moscow Mule](#) by [Elijah Merrett](#)
- [Shaken Stirred & Sipped](#) by [Ryan Govreau](#)
- [Bebida Especial](#) by [Megan Hubbard](#)
- [How to Make a Moscow Mule](#) by [Ben Maddox](#)
- [How to Make the Best Moscow Mule Ever](#) by [Lan Kao](#)
- [Mastering the Moscow Mule](#) by [Kristina Wigglesworth](#)
- [The Moscow Mule](#) by [Charlotte Van Wagner](#)
- [Mastering the Moscow Mule](#) by [Jayashree Ravi](#)
- [Bebida Especial](#) by [Sumrah Khalid](#)
- [Bebida Especial Mixology Series](#) by [Melissa B. Hargis](#)
- [Tasting Tour Featuring Bebida Especial](#) by [Amanda Fackrell](#)
- [Bebida Especial](#) by [Laila Forstmane](#)
- [Moscow Mule](#) by [Sarah Wendtland](#)
- [How to Make a Moscow Mule](#) by [Tiffany Hunt](#)

- Moscow Mule by **Danielle McGovern**
- Bebida Especial by **Wrenn Corcoran**