

# November 2023 eLearning Challenge: How to Cook the Perfect Turkey

## The Situation

Sales are shifting into overdrive at Gobble Farms, a top turkey producer of birds found on holiday dinner tables nationwide. In the US, the traditional Thanksgiving meal makes the turkey the centerpiece. Cooking a turkey often becomes overwhelming for cooks due to factors like long cook time, multitasking, and lack of regular practice.

As an eLearning developer for Gobble Farms, you support customer-facing training on topics such as food safety, recipes, and products. With many competitors in grocery stores nationwide, Gobble Farms wants to ensure their turkeys are cooked with confidence to delight families enjoying their holiday meals.

## The Challenge

The Gobble Farms Marketing Department has contacted the Training & Development Team for assistance with a new resource targeting first-time turkey chefs.

Gobble Farms wants their birds to be cooked to perfection by novice chefs at Thanksgiving dinners nationwide, driving up current and future sales thanks to happy customers with full bellies. To support success in the kitchen, Marketing suggested a targeted eLearning course, including instructions, visuals, and practice that will help cooks avoid common turkey pitfalls. For ease of access, the course will be accessed by customers via QR codes placed on turkey tags.

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

- Prepare the turkey following safe handling instructions
- Season the turkey to their liking
- Correctly calculate the turkey's cook time (based on weight) and test the turkey for doneness

- Troubleshoot 1-2 common cooking issues, such as the turkey:
  - Getting done early or not getting done on time
  - Not browning
  - Drying out

## **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, scenarios, or experiential activities to reinforce the skills being taught. Here are some ideas for how you might present your content and make it interactive:

- Use branching to walk the learner through troubleshooting turkey cooking issues and consequences
- Drag and drop various seasonings to a turkey to learn how they enhance the turkey flavor.
- Explain the anatomy of a turkey and ingredients (seasoning, etc.) using markers
- Use a dial to program an oven temperature
- Build a drag and drop to test temperature
- Include a character to build a novice chef persona

**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 Gobble Farms 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:

- [Why Do People Act Like Cooking a Turkey is the Hardest Thing in the World?](#)
- [Your Complete Guide to Preparing & Cooking a Turkey](#)
- [How to Cook a Turkey: Your Step-by-Step Guide](#)
- [The Science Behind Cooking a Turkey](#)
- [Keep Food Safe! Food Safety Basics](#)

## **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, November 24th, 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 [Turkey Academy!](#) for his winning submission for this month's eLearning challenge: [Turkey Academy!](#)

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

- [Cooking a Turkey with Gobble Farms](#) by
- [How to Cook the Perfect Turkey](#) by
- [Turkey Cookin' with Gobble Gordon](#) by
- [How to Cook the Perfect Turkey](#) by
- [How to Cook the Perfect Turkey](#) by
- [Gobble Farms Cooking Academy](#) by
- [Unlock Turkey Mastery](#) by
- [Turkey Talk](#) by
- [Gobble Farms Turkey Guide](#) by
- [Gobble Farm Cooking Turkey Made Easy](#) by
- [Cook the Perfect Gobble Farms Turkey](#) by
- [Become a Gobble Master](#) by
- [The Turkey Tango](#) by