



Juice Crafters Register Training

Producer: Jocelyn Diaz

Background

Juice Crafters is a family owned juice bar located across California.

- Locations found in Sherman Oaks to Newport Beach, and areas in between.
- Focuses on spreading awareness of raw gourmet, natural ingredients to improve holistic wellness.

Need Statement

Juice Crafters employees make too many mistakes when using the register POS due to the lack of requisite skills.



Goal

In three months the number of register errors will reduce by 80%.

Objectives

- Identify the keys needed to charge for accurate drink and food products.
- Recall how to insert and print UberEats, Postmates, and Online Orders.
- Recall how to complete all Juice Crafters gift card transactions.
- Demonstrate how to close out register during a mid-day and closing shift.



Audience Analysis

Primary Audience: The employees and new trainees at Juice Crafters.
Employee Demographics: ages 19-25, full time/part-time employees, college students

Secondary Audience: The company owners and managers at the Los Feliz location.

Treatment Overview

Instructional Video:

- Accessible on the private Los Feliz Facebook page through any digital device (computer, smartphone, Los Feliz's in-store tablets).
- 7 minute video of Toast POS screen with animation and voice-over to guide all tasks.
- Minimalistic and upbeat aesthetic to keep training simple and straightforward.
- All employees must have joined the private Facebook page within 30 days, in order to view the media tool uploaded on there.

Total Duration of Schedule: 51 days



PHASE	START DATE	COMPLETION
Development (19 days)	April 15	May 4
Pre-Production (13 days)	May 7	May 14
Production (11 days)	May 17	May 28
Post-Production (7 days)	May 31	June 7
Delivery (1 day)	June 10	June 10

Budget

Development	\$6,720.00
Pre-Production	\$1,470.00
Production	\$4,365.00
Post-Production	\$1,590.00
Delivery	\$172.00
	Total: \$14,317.00

Distribution

- The Juice Crafters instructional training video will be distributed online in a private group Facebook page named, Juice Crafters - Los Feliz.
- Accessible by logging in from a digital device such (computer, smartphone, or in-store tablet).



- 1st time viewing: employee will be asked to watch the video on their own time.
- 2nd time viewing: trainer will schedule a date and time for employee to meet with the trainer at the assessment center located at the Juice Crafters in Santa Monica. This ensures the trainer that the trainee has watched through the entire video.

Assessment Plan

Cognitive and behavioral assessments will be embedded to observe how well the trainee understood, learned, and successfully performed all the information and behaviors included in the training video.



- **Paper exam is required after watching the video during their scheduled in-store meeting. It will include a mixture of multiple choice, fill in the blank, and matching item questions. After completion, the exam will be turned in for a score and analyzation.**

Key Contacts

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Questions?