

Instructional Video Project

Jocelyn Diaz

362 Productions

May 2019

Table of Contents

Key Contacts.....	3
Executive Summary.....	4
Needs Assessment.....	5
Treatment Package.....	10
Distribution and Assessment Plan	19
Schedule.....	25
Budget.....	26
Presentation.....	27
Work Cited.....	34
Client Sign-Off.....	35

Key Contacts

Producer

Jocelyn Diaz

(323) 456-9472

jocelyn.diaz.503@my.csun.edu

Juice Crafters

(323) 741-8570

support@juicecrafters.com

Executive Summary

Juice Crafters is a juice bar based in California. All juices, açaí bowls, smoothies, are filled with the healthiest and most raw ingredients. Juice Crafter's goals are to spread awareness on the health benefits of all superfoods, fresh vegetables, and fruits. To inform and improve customer's eating lifestyle is the main focus of the company. Unfortunately, issues have risen within the company that has affected the employee's side. An increase of register transaction errors has caused problems of transaction errors that include the customer's checkouts, closeouts, and employee stress that has led to large employee turnover. The goal is to reduce the number of register errors by 80% within 3 months. To reach this goal, 362 Productions will create a seven-minute instructional video that will provide employees with a reliable source with registration information. After watching the video, the employee will be able to 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, and demonstrate how to close out register during a mid-day and closing shift. The main audience targeted are the employees and new trainees that are working at the Los Feliz location. The secondary audiences are the managers and owners of Juice Crafters who may also benefit from the information provided in the video. The instructional video will be uploaded to the private Facebook page under the video section, so any employee can view at any time needed. For the first time viewing, the employee will be assessed through a paper exam with a mixture of multiple choice, fill in the blank, and matching item questions. This project will take 51 days total with a budget of \$14,317.00.

Needs Assessment

Need Statement

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

Juice Crafters Background

Juice Crafters is a family owned company that serves raw, natural ingredient pressed juices, smoothies, and acai bowls. It is a Southern California based juice bar that can be found in areas from Sherman Oaks to Newport Beach, and several locations in between. The company focuses on providing the best customer service through product knowledge of all the health benefits that many people are not normally informed about. The services that customers receive from their experience at Juice Crafters is the most important focus overall. In order for employees to provide successful customer services, they must be trained properly. Aside from customer service performances, other skills are needed that go behind the scenes. For the all new hires who apply at any Juice Crafters located in Los Angeles areas, will likely begin their training at the Los Feliz destination. To be specific, all application submissions for the Hollywood, Downtown Los Angeles, and Silverlake locations, will likely begin their first months of training at Los Feliz. Once the training is completed, the trainee will move to their designated areas.

Trainees receive register training by casual demonstration from managers and team members only after they have passed a drink menu exam within one month of being hired. This exam permits managers to identify if the trainee is knowledgeable of the products and ready to

sell them with accuracy. Trainee product knowledge is valid at this point and the next steps are to work with the register while knowing their stuff. A shift is normally worked by two employees, and at some point, one is needed to go on a ten or thirty-minute break leaving one employee to work both register and deliver orders. Trainees are put into situations where they are not confident and prepared to take on register transactions on their own. Their technical skills rely on the memory of the brief demonstrations they received on the day they were exposed to the register. A new task was added on December of 2018, for employees to close out registers. This new duty was demonstrated to all employees during a mandatory store meeting. Employees were given individual printouts of closeout instructions. For employees present during the introduction to the new procedure in 2018, they were expected to complete the tasks without further in-depth training. In order to provide adequate register training in order to decrease issues of slow and incorrect checkouts, closeout errors, and large employee turnover, an instructional media tool will provide reliability for the employee to review at any needed time and will be efficient for the fast paced environment.

Goal

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

Objectives

After viewing the training program, a trainee will be able to,

- 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: Juice Crafter's employees trainees. The demographics of the employees who work for the company are teenagers and young adults with 60% of current employees balancing school and work, while 40% only work. Currently, there are nine employees located in Los Feliz who are diverse in cultural and ethnic backgrounds. The majority being locals and a few recently moved from other states within the U.S. Eight of the current employees are 21 and older, while one falls under 21. The eight employees have had multiple work experience while the youngest is their first job.

Secondary audience: The owners of Juice Crafters and the shift supervisors. They may benefit from the information included in the training objectives. The information chosen to be presented will be structured in an organized manner that may enable trainers to consider presenting the information in similar demonstrations. To have both the media program and physical demonstration during the training of hard skills, the primary audience will perform in high-quality habits.

Persona Creation

Amanda Martinez is 19 years old, currently attending CalState Los Angeles and just got hired at Juice Crafters as part-time a week ago. She is a local, dorming at her school so she is nearby the Los Feliz location. This is her first job and has minimal experience outside of leadership roles in clubs during her educational life. Anna is just beginning the process of studying the store menu in order to pass the exam. She is a freshman college student who is

majoring in communication studies and is eager to gain customer service experience in a work environment outside of her typical classroom settings. Juice Crafters is a job which interested her because of its location, its company goals, and it was flexible with student schedules.

Henry Villa is 24 years old and moved to Los Angeles from New York in pursuit to continue his acting career. He applied to Juice Crafters in the summer of 2018 during his first few months of moving to Los Angeles. He moved after college graduation in order to seek a higher chance of landing acting role opportunities. Juice Crafters is one of the two jobs he works in order to keep him financially stable in the new area. He has been in the company for more than half a year and still feels unskilled in some areas of the company.



One of his main concerns is having to train new hires when managers are not scheduled. He believes he is not the best trainer and becomes stressed out when trainees are not allowed on the register, making him in charge of the register and also in the role of teaching the new trainees how to make drinks. The stress he feels during his shifts have made him want to leave the company but stay due to needing financial stability.

Darlene Jones is 25 and is the district manager of stores located in Los Angeles. She enjoys her role in the company because she gets to work in various locations. She did not attend college because she had the opportunities to land several team leadership roles at companies after

her high school education. She hopes to continue her management skills within the company to later build a business of her own. She enjoys training new hires and meeting new people that join the company. The only concerns she has begun to have is the number of new hires there have been recent. She is aware of the employee turnover rates occurring but does not understand why. She continues to train and tries to make all employees feel comfortable and work as productive as they can.



Juice Crafters Treatment Package

Introduction To Video Project

Due to a high number of inaccurate transactions, personal stress, lack of technical skills, and employee turnover rates stemming from the difficulties employees are experiencing from register usage, 362 Productions will create an instructional training video that will cover every important feature of the Toast POS register to enhance skills and knowledge when taking on its transaction duties. After researching the demographics of the company's employee demographics, all employees are teens and young adults who have sufficient knowledge and familiarity with how to use the technical devices and the Facebook media platform. Juice Crafters is a fast-paced environment that requires tasks performance to be an efficient and accurate process. More than half of employees are college students who may become overwhelmed balancing a fast-paced environment along with personal tasks outside of their employment. A video is a simple way for every individual to learn hard skills during their first day of register training and can review at any time if they need a reminder on how to perform the tasks. Trainees will view a 7-minute and video of the most current Toast POS register recorded screen, added minimalistic animation, and a scripted voice-over to explain the details. The Toast POS is a cloud-based register software that is created to simplify register tasks. For this project, the video will focus on a quick overview on the employee log in, the sales transactions, online ordering, and close outs.

Tech Specifications

All employees are instructed to create a Facebook account in order to view weekly work schedules and important company news all which are posted within a private page specifically created for the Juice Crafters in Los Feliz. An instructional training video will be accessible on the page through any digital device such as a computer, tablet, or a smartphone. If an employee is unable to view through any of those options, they may use the smart tablets located in the store. No further technical specifications will be needed.

Training Video Content

I. Introduction of Juice Crafters register training video: 40 seconds.

- A. Will introduce the three main topics that will be discussed: Log In, Store Menu/Transactions, Close-out.

II. Introductory to Toast POS: 50 seconds.

- A. Software Personalized with Juice Crafter's beverage and food products.
- B. Three main tabs that employees will need: Quick Order, Shift Review, Cash Drawers.

III. Employee Log In (Shift Review): 1 Minute.

- A. Log in using five-digit ID number.

- B. Employee information.

- 1. Hours worked for the week.

- 2. Transactions made under employee.

IV. Store Menu: 3 Minutes.

- A. 16oz or 20oz of Greens, Roots, Detox juice orders. These are made on the spot drinks that can be customized by removing or adding ingredients.

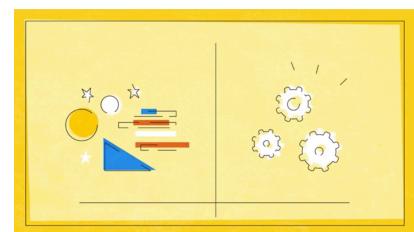
1. Add ons and Remove tabs list all superfood and fruit products.
 - B. Cold Pressed Greens, Roots, Detox, Hydrate, Coffee, Mylk, Teas.
 - C. Shots
 1. Bottled and made on the spot.
 - D. Smoothies
 1. Cup size, add ons, remove, exchange ingredients, and punch card redemption discount.
 - E. Acai Bowls
 1. Add ons, remove, exchange ingredients, and Yelp discount.
 - F. Hemp Drinks
 - G. Retail
 - H. Cleanses
 - I. Apparel
 - J. Gift Cards
 1. Gift card purchase.
 2. View Gift card balance.
- V. Register Close-out (Cash Drawers): 3 Minutes.
- A. Mid-day Shift Close-out (12pm-2pm).
 1. Cash Drawers tab, select close out drawer, count money, and view if money is over, short, or even in register.
 2. Overage/Shortage: Expected amount and actual amount will differ on receipt.

- a) Remove money from register under actual amount. On envelope, write store location, date, name, and money from actual amount.
 - b) \$300 must always be inside to begin a new drawer.
 - c) Contact Juice Crafters Company through email when there is overage/shortage.
3. Correct/Even: Expected amount and actual amount will match on receipt.
- a) Remove money from register under actual amount. On envelope, write store location, date, name, and money from actual amount.
 - b) \$300 must always be inside to begin a new drawer.
- B. Closing Shift Close-out (7:30pm).
1. Repeat steps used for mid-day close-out.
 2. Additional step: remove \$300 from register and seal it into the store safe.

Style Approach

The instructional video will have a minimalistic visual presentation to keep audience focused and have an easier time understanding the specific tasks. Audio will include mellow yet upbeat music to create a calm and enthusiastic mood. Colors will be use similar colors of the company, yellow, black, and brown.

Example of Style:



Production Considerations

- Voice-Over actor services: One professional voice actress with clear and professional dialogue.
- Motion/Animation Designer to create minimalistic 2D titles and visual content.
- Toast POS company logo.
- Music: Scott Holmes Free Music Archive

Copyright

Juice Crafters will request permission to use Toast POS system trademark logo along with the system's recording of screen to display its functions for visual training purposes.

Limitations

Time frame may be to fast paced for animation designer, script writer, or editor to create project, may need to extend time.

VA Script

Juice Crafters Register Training	
VIDEO	AUDIO

FADE IN Juice crafters graphic logo	FADE IN Music "Feeling Sunny" by Scott Holmes
DISSOLVE (DISS) IN 2D animation of Juice Crafters front store	CROSS FADE Music/VO of woman: Juice Crafters is firm believer in giving amazing services to its customers. But nothing matters most than your very own experiences here as a part of the team.
ZOOM inside store front register, employee standing behind	VO: So, you need to operate the register to ensure successful transactions, we are here to help. Follow along to this video to learn all the important steps and information needed.
TAKE (CUT) Centered black titles (highlighted in cyber yellow) on white background DISS Log In DISS Store Menu DISS Close-out titles.	SEGUE Music "Corporate Software" by Scott Holmes. VO: We will introduce you to the Toast POS system. Make sure you have an employee number in order to get started. Then we will dive into the store menu and lastly, learn how to close-out step-by-step. Let's get started.
CUT Toast POS System title/logo + Juice Crafters logo	VO: Toast POS is a system used in hundreds of restaurants. It is customized to Juice Crafters settings and products so the information you will need will only be found here.
CUT Centered rectangular key tab with interchanging titles and colors	VO: Your customized Toast POS is used to make it clear and easy to navigate through by putting all related sections within one tab, and colored tabs will match color of drinks and products to quickly help you find what you need.
CUT Centered black titles (highlighted in cyber yellow) on white background DISS Quick Order DISS Shift Review DISS Cash Drawer	VO: You will only use three main tabs on this POS to get to where you need to. quick order, shift review and cash drawer.

CUT Centered black title (highlighted in cyber yellow) Shift Review on white background 2D animation of male employee + 5 digit number "48750"	VO: If you are training for the register, make sure you have a personal employee ID number. This will allow you to log into the system before you get started. Reach out to your manager if you are unsure of what it is.
CUT (Toast POS) log in screen	VO: This will allow you to view information such as hours worked for the week, and any transactions made under your register ID number.
CUT Centered black title (highlighted in cyber yellow) Store Menu on white background 2D animation of menu board, juices, smoothie, acai bowl, and gift card.	VO: Once you are logged in, lets begin to cover sections that will ensure desired customer orders in Store Menu.
Store menu screen	VO: All made on the spot juices, customized juices, and cold pressed orders will be under this tab.
Made on the spot juice (Greens, Roots, Detox) screen	VO: Juices are listed, if new juices are created, the cloud will update it in the system. Each tab is colored based on their color. Make sure to insert the size of drink the customer wants. Insert any customizations and size between 16oz and 20oz size the customer wants for their drink.
Cold Pressed Juice screen, key tabs being covered are highlighted along with VO	VO: Cold pressed juice options will all be listed.
Smoothie screen (highlighted along with VO cont'd)	VO: Smoothies tab will have all the products listed and size tab option is here. If customer wants to customize, this section also has an ADD or REMOVE tab.
Acai bowl screen (highlighted along with VO cont'd)	VO: Acai bowls will be listed and ADD, REMOVE, Yelp discount keys will be found here.

Gift Card screen (highlighted along with VO cont'd)	VO: All other options have the same steps. Before we move on. Gift cards is an option listed within the store menu. Here you can charge for a gift card, and check balance.
CUT Centered black title (highlighted in cyber yellow) Register Close-out (Cash Drawers) on white background 2D animation of register and money	VO: We have reached the last section to your training. Cash Drawer is needed to close-out the drawer during a mid-day shift and end of closing shift.
Cash Drawer screen following along with VO	VO: Once clicking Cash Drawer tab, it will take you to one drawer option with a listed amount that the store has made in cash transactions. screen. Select, and it will take you to this new section.
ZOOM on tabs on left side of Cash Drawer screen on	VO: Select Close Drawer, the register will open your drawer to begin counting all of the cash.
ZOOM out to original screen size. Key tab Count Bills highlighted along with VO	VO: Count all cash in drawer. You may use this Count Bill option to help you in this process. Insert every coin and dollar in its section. This will add the money for you. Select done when finished counting.
Over/Under/Even screen	VO: This will allow you to view any overage, underage, or even money. Select done.
New drawer with \$300 screen	VO: The register will restart with \$300. Select and exit.
2D animation of receipt, highlighted Expected Amount and Actual Amount	VO: A receipt will print out with needed information. Focus The Expected Amount and Actual Amount at the end of the receipt.
2D animation of money being removed from register drawer	VO: Remove the money from Actual Amount. This will secure that the register is left with \$300 at the end of the close-out.

2D animation of envelope with store location, date, name, and amount of money	VO: Carefully recount the money taken out, and seal it into an envelope. On the face of the envelope, write down the store location the date, your name, and the amount of money taken out. Securely insert it into safe.
2D animation of cash in drawer and safe.	VO: The same steps will be taken for closing shift. The added step is to remove all of the \$300 left and insert it into bag and lock into your store safe.
2D animation of smiling female and male employees behind register of Juice Crafters.	CROSS FADE Music "Feeling Sunny" by Scott Holmes VO: You have reached the end of your training session. You may now begin to take on the tasks to accomplish secure and correct register transactions. Remember you can always refer back when you need to!
ZOOM OUT of store to outside front of Juice Crafters	Music "Feeling Sunny" by Scott Holmes
FADE OUT	FADE OUT Music

Distribution

Overview of Delivery

The Juice Crafters instructional training video will be distributed online in a private group Facebook page named, *Juice Crafters - Los Feliz*. All employees are expected to join the Facebook page in order to attain all important store news and weekly work schedules. Within the page, there is a side tab labeled “Videos”, where the training video will be uploaded. Employees can log in through their accounts by using a digital device such as a cellphone, tablet, and computer. If those options are unavailable for the employee, Juice Crafters in Los Feliz provides two in-store tablets with wifi.

Distribution to Audience

Trainees will only view this video one month after their hire date. By this time, the employee has passed their written menu examination and is ready for register training. The employee is also expected to have created a Facebook account and joined the private page within the one month period. For first-time viewing, the employee will be asked to watch the video on their own time. This is to have them watch the video and look over any information as many times as they can on their own time. For their second-time viewing, a trainer will schedule a date and time for them 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. They will be assessed after watching.

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. The cognitive assessment will take place on the day the trainee is scheduled to watch the training video in-store. The behavioral performance will be assessed on the trainee's next working dates. A 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.

#1 Objective: *Recall the steps to close out register during mid-day and closing working shifts.*

Method: Four multiple choice questions on this objective will be asked. One multiple choice question will ask what is the correct order of steps to close out the register, the second will ask what the employee must do if the register is over and under the expected amount, the third will ask the amount of money that must be left inside the register at all times, the fourth will ask what on the printed receipt must be looked over to ensure correct money is taken out.

Success Criteria: A score of 100% is required to pass multiple choice on questions based on closing out the register.

Example Question: What are the correct step sequence to close out the drawer?

- A. Count Bills > close drawers > print receipt

B. Close Drawers > no sale > count bills > insert amount > print receipt

C. Main menu > close drawers >no sale > close drawer > count bills > insert amount > print receipt

D. Main menu > No sale > count bill > insert amount > print receipt > close drawer.

#2 Objective: *Identify the keys needed to charge for accurate drink and food products.*

Method: This will require one matching exam question with an eight set of stimuli and nine set of possible responses.

Success Criteria: A score of 75% (6/8) is required to pass

Example Question: Match the following products on the right in which they will be found under from the register keys listed on the left.

- | | |
|--|-------------------------|
| 1. <input type="text"/> Juice > Bottled | A. East West |
| 2. <input type="text"/> Shot | B. Groween Super Cookie |
| 3. <input type="text"/> Bottled Smoothie | C. Alkaline H20 |
| 4. <input type="text"/> Shot > Bottled | D. Hemp Seed Blue |
| 5. <input type="text"/> Smoothie | E. #2 Vitamin Guru |
| 6. <input type="text"/> Retail | F. Cure Me Now |
| 7. <input type="text"/> Cleanse | G. Almond Nut Mylk |
| 8. <input type="text"/> Juice | H. Maca shot |
| | I. Rootier #6 |

#3 Objective: *Recall how to insert and print UberEats, Postmates, and Online Orders.*

Method: One fill in the blank question will be asked on how to process orders from the three services available for Juice Crafters.

Success Criteria: A score of 100% is required to pass multiple choice to be successful.

Example Question: Fill in the black with the correct keys that will complete an order from the order services UberEats, Postmates, and Online Ordering:

Manually insert order sent to the store tablet, press ____ to reach payment window, then press on ____ label the kind of order, and receipt will automatically print.

- A. Order now, send
- B. Send, other**
- C. Tab, other
- D. Quick Order, tab

#4 Objective: *Recall how to complete all transactions relating to a Juice Crafters gift card.*

Method: Two multiple choice questions will determine if trainee knows how to set up a gift card transaction, check the balance in a gift card, and how to complete a transaction when someone pays with a gift card.

Success Criteria: A score of 100% is required to pass the multiple choice question to be successful.

Example Question: Which of the following lists the correct way to make a new gift card transaction for a customer?

- A. Gift Card tab > issue gift card > insert desired issued amount > swipe gift card > complete transaction with payment method**
- B. Gift Card tab > Issue gift card > insert payment method > swipe gift card
- C. Gift Card tab > wipe gift card > insert desired issued amount > complete transaction with payment method

#5 Objective: *Demonstrate how to close out the register during a mid-day and closing shift.*

Method: A skill rating at analytic level will indicate the quality of the trainee's performance on a correct register close out. In addition, a skill criteria will describe what each rating determines.

Success Criteria: Ideal rating will be a rating of 2 =Fair to demonstrate correct performance. Rating of skills are 1=Poor, 2=Fair, 3=Good.

Example Question: 1=Poor: Failed to demonstrate performance, did not recall the function of any key buttons, counted cash wrong, removed wrong amount of money to leave cash drawer at \$300.

2=Fair: Trainee demonstrated some performances, recalled some functions for the key buttons, made a few errors but corrected themselves to perform the correct tasks.

3=Good: Trainee demonstrated all steps in correct sequence, identified all function key buttons, counted money correctly, left \$300 at the end of the close out.

Schedule

		Name	Duration	Start	Finish	Predecessors	Resource Names
1		Juice Crafters Training Video	19 days	5/6/19 8:00 AM	5/30/19 5:00 PM		
2		Development	19 days	5/6/19 8:00 AM	5/30/19 5:00 PM		
3		Client Meeting	1 day	5/6/19 8:00 AM	5/6/19 5:00 PM		Client;Producer
4		Research Client and Industry	3 days	5/7/19 8:00 AM	5/9/19 5:00 PM	3	Producer
5		Research Audience	3 days	5/7/19 8:00 AM	5/9/19 5:00 PM	3	Producer
6		Needs Assessment	2 days	5/10/19 8:00 AM	5/13/19 5:00 PM	5	Producer
7		Client Approval	3 days	5/14/19 8:00 AM	5/16/19 5:00 PM	6	Client
8		Needs Assessment Revision	1 day	5/17/19 8:00 AM	5/17/19 5:00 PM	7	Producer
9		Treatment Package	5 days	5/20/19 8:00 AM	5/24/19 5:00 PM	8	Producer
10		Client Approval	3 days	5/27/19 8:00 AM	5/29/19 5:00 PM	9	Client
11		Treatment Revision	1 day	5/30/19 8:00 AM	5/30/19 5:00 PM	10	Producer
12		Pre-Production	13 days	5/31/19 8:00 AM	6/18/19 5:00 PM		
13		Hire Production Crew	7 days	5/31/19 8:00 AM	6/10/19 5:00 PM	11	Producer
14		Video Script	4 days	6/11/19 8:00 AM	6/14/19 5:00 PM	13	Scriptwriter
15		Shot List	2 days	6/17/19 8:00 AM	6/18/19 5:00 PM	14	Animation Designer
16		Production	11 days	6/19/19 8:00 AM	7/3/19 5:00 PM		
17		Video Filming	7 days	6/19/19 8:00 AM	6/27/19 5:00 PM	15	Animation Designer;Voice Over Artist
18		Client Approval	2 days	6/28/19 8:00 AM	7/1/19 5:00 PM	17	Client
19		Video Revision	2 days	7/2/19 8:00 AM	7/3/19 5:00 PM	18	Animation Designer;Voice Over Artist
20		Post-Production	7 days	7/4/19 8:00 AM	7/12/19 5:00 PM		
21		Video Editing	3 days	7/4/19 8:00 AM	7/8/19 5:00 PM	19	Editor
22		Sound Editing	1 day	7/4/19 8:00 AM	7/4/19 5:00 PM	19	Editor
23		Rehearsal Test	1 day	7/4/19 8:00 AM	7/4/19 5:00 PM	19	Editor
24		Client Approval	3 days	7/5/19 8:00 AM	7/9/19 5:00 PM	23	Client
25		Video Revision	3 days	7/10/19 8:00 AM	7/12/19 5:00 PM	24	Editor
26		Duplicate Project	1 day	7/10/19 8:00 AM	7/10/19 5:00 PM	24	Editor
27		Delivery	1 day	7/11/19 8:00 AM	7/11/19 5:00 PM		
28		Reconcile Budget	1 day	7/11/19 8:00 AM	7/11/19 5:00 PM	26	Producer
29		Client Review	1 day	7/11/19 8:00 AM	7/11/19 5:00 PM	26	Client
30		Video Upload	1 day	7/11/19 8:00 AM	7/11/19 5:00 PM	26	Editor

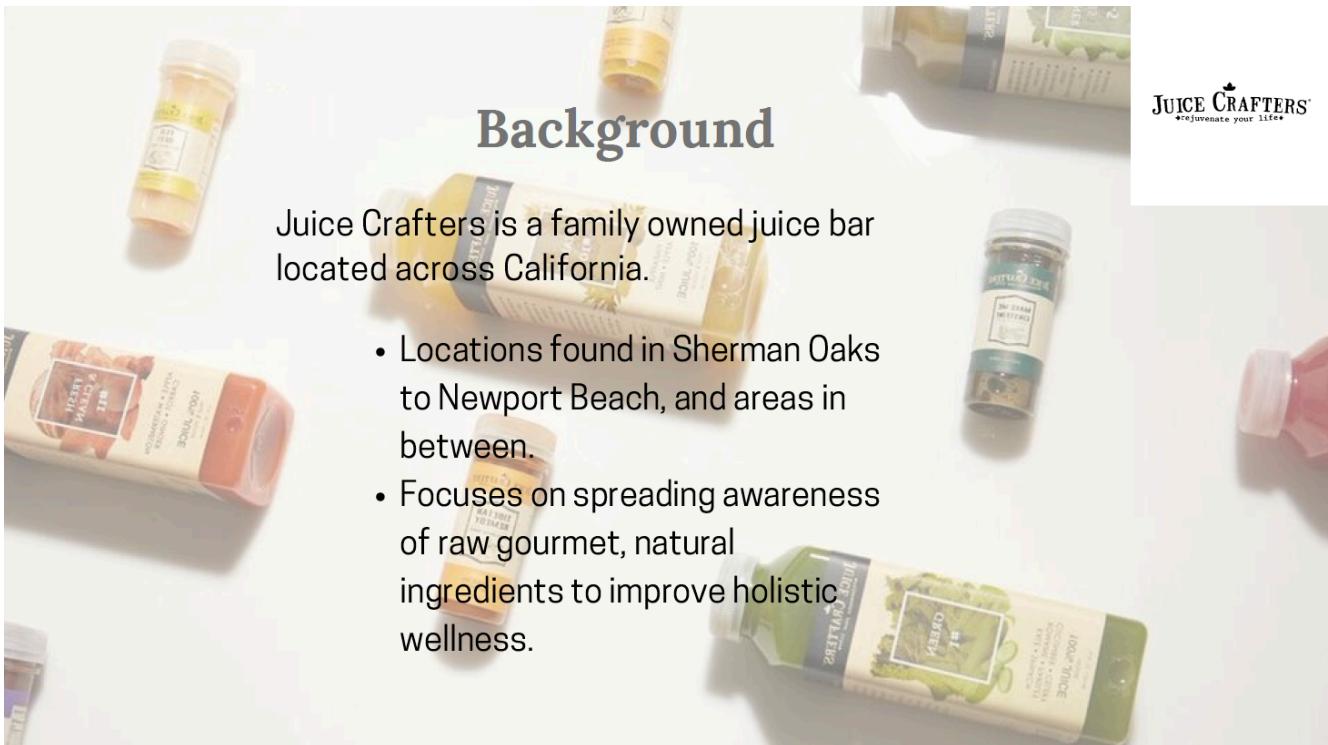
Budget

	Quantity	Unit	Rate	Total
Development				
Producer	24	Flat	\$280.00	\$6,720.00
Subtotal				\$6,720.00
Pre-Production				
Scriptwriter	4	Days	\$240.00	\$960.00
Animation Designer	2	Days	\$255.00	\$510.00
Subtotal				\$1,470.00
Production				
Voice Over Artist	9	Days	\$230.00	\$2,070.00
Animation Designer	9	Days	\$255.00	\$2,295.00
Subtotal				\$4,365.00
Post-Production				
Editor	6	Days	\$265.00	\$1,590.00
Subtotal				\$1,590.00
Delivery				
Editor	4	Hours	\$43.00	\$172.00
Subtotal				\$172.00
Grand Total	\$14,317.00			



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.

toast



JUICE CRAFTERS
rejuvenate your life*

JUICE CRAFTERS
rejuvenate your life*

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

JUICE CRAFTERS
rejuvenate your life*

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.

JUICE CRAFTERS
rejuvenate your life*

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 analysis.**

Key Contacts

Juice Crafters Los Feliz (323) 741-8570

Juice Crafters Los Feliz manager (708) xxx-xxxx

Producer (323) xxx-xxxx



Work Cited

Chalks, Vicky. Personal interview. 1 April. 2019.

Client Sign-Off

X_____