

Instructional Design Document (IDD)

A. Context	
Full Title of Course	Introduction to Mobile Data Collection for Retail Merchandising Representatives
Course Number	MER-PF-300
Intended Audience	Novice (0-6 months) and Intermediate (6 months to 4 years) Merchandising Representatives
Course Goals	Disseminate the best practices collected from industry journals and focus groups with experienced merchandisers
Prerequisites	MER-PF-100; MER-PF-200; 24+ hours of shadowing a superior or experienced mentor
Purpose (Performance Gap/ Needs Analysis)	<p>Novice merchandising reps spend an average of 5.5 times as long filling out mobile data as experienced reps (with more than 4 years' experience). Novice reps also produce an average of 4.3 calls per month to the IT department (with the most frequent complaint being perceived problems with the mobile reporting forms) compared to 0.8 for more experienced reps. Anecdotally, business owners have noticed that reports generated by novice and intermediate reps are more likely to be missing key elements.</p> <p>Interviews with subject matter experts, managers and 15 members of the target audience revealed that novice merchandising reps are confused about how to use the mobile app MerchInsight. More comprehensive training on how to use MerchInsight in the field will increase efficiency and value of information gathered.</p>
B. Project Requirements	
Budget	\$xxxx
Timeline	Prototype Evaluation: January 14, 2014 Target release date: March 14, 2014
C. Learning Requirements	
Audience Profile	The average novice to intermediate merchandising representative is a female between the ages of 35 and 50 with a high school diploma and some post-secondary education. A small number of merchandising representatives have visual or hearing impairments, but the combination of both is very rare. The topics covered by the module are considered <i>core competencies</i> in the job descriptions of the target audience.
Learning Environment	This course will be hosted and delivered online on the company LMS via company-provided tablet. The accompanying Q&A webinar will be delivered through GoToMeeting.
D. Course Objectives	
Learning Objectives	<ul style="list-style-type: none"> • Trainees will demonstrate how to open the app, select the appropriate type of report and use the "current stores" search function to input the correct store address within 3 minutes. • Trainees take a photo of the merchandise display, promotions and/or competitors with sufficient resolution to read prices. • Trainees will report all available data from a display. • Trainees will use "NA" to identify any field that is not applicable rather than leaving it blank. • Trainees will demonstrate how to preview a report to check that it is correct and that photos attached properly.
Performance Goals	<ul style="list-style-type: none"> • Trainees will complete merchandising, promotion and competitor reports including clear photos and without missing information or error using MerchInsight.
Related Indicators	After training, average number of IT calls about MerchInsight from novice reps per month should decrease to closer to the number of calls from experienced

	reps. Average time to fill out a merchandising report on MerchInsight will likely decrease or be more focused on collecting actionable data.
E. Instructional Strategy	
Models/Philosophy	<ul style="list-style-type: none"> • SAM: Prototypes will be evaluated and elaborated through a minimum of four iterations, beginning simply, and gradually progressing towards the final vision. • CCAF: Instruction will be couched in realistic problems and scenarios that show the need for the best practice use of the app. Learners will make meaningful choices and receive feedback on the real-world impact of their decisions. • Merrill’s First Principles of Instruction: Within each problem context, Instruction will take care to <i>activate</i> trainees’ background knowledge as reps and consumers, <i>demonstrate</i> how to use the relevant function of the MerchInsight app, require the trainee to <i>apply</i> this knowledge in a formative assessment, and finally <i>integrate</i> this skill into their regular process. • Gagné’s 9 Events of Instruction: In addition to the above, trainees will see and hear their performance <i>objectives</i> clearly presented before training. After training, they will be exposed to resources to help them remember and use the new instruction long term.
Accessibility	<ul style="list-style-type: none"> • Final Course will be SCORM compliant and Section 508 Compliant. • Images will only be used for instructional purposes, not to add visual interest or fill space. • All figures, photos and graphs will include alt tag text. • All videos and animations will include descriptive text in the slide notes, which will be made available to learners. • Entire script of any animation will be read in the narration. • Closed-captioning will be provided for any voice narration and will closely match timing and wording of the audio. • Spanish subtitles and a Spanish glossary will be made available.
Media Strategy	Include screenshots and video of the subject matter expert accessing each feature.
F. Assessment Strategy	
Formative Assessment	During one or more scenarios in each module, learners will receive immediate feedback on their choices; however, results will not be recorded in the company LMS.
Summative Assessment	Learners must achieve a passing score (80% or above) on a multiple-choice, matching and short-response quiz (6 questions or more) on each module before they may proceed. Results will be documented in the company LMS.
G. Course Structure	
Format	Five (5) eLearning modules with synchronous webinar question and answer session delivered via GoToMeeting
Course Outline	<ol style="list-style-type: none"> I. Module 1: Using MerchInsight—An Introduction (MER-PF-300-100) <i>Objective:</i> By the end of this module, you will be able to explain why your MerchInsight reports matter. II. Module 2: Preparing to Report (MER-PF-300-200) <i>Objective:</i> By the end of this module, you will be able to open the app, select the appropriate type of report and use the “current stores” search function to input the correct store address within 3 minutes. III. Module 3: Taking and Attaching a Photograph (MER-PF-300-300) <i>Objective:</i> By the end of this module, you will be able to take a photo of merchandise displays, promotions or competitors with sufficient resolution to read prices.

	<p>IV. Module 4: Completing the Form (MER-PF-300-400) <i>Objective 1:</i> By the end of this module, you will be able to report all available data from a display. <i>Objective 2:</i> By the end of this module, you will be able to use “NA” to identify any field that is not applicable.</p> <p>V. Module 5: Checking a Report Prior to Submission (MER-PF-300-500) <i>Objective:</i> By the end of this module, you will be able to preview a report to check that it is correct and that photos attached properly.</p> <p>VI. Q&A: Using MerchInsight Efficiently and Effectively: Best Practices <i>Objective:</i> By the end of this question and answer session, you will be able to use MerchInsight efficiently and effectively.</p>
Resources	Acknowledgements Page Additional Resources Page Glossary
H. Development Tools	
Authoring Tools	Adobe Captivate
Other Tools	Audacity, Microphone, Video Camera
I. Instructional Design Team Responsibilities and Concurrence (Sign-Off Required)	
Project Manager	Axxxxx Sxxxxxxx
Lead Instructional Designer	Heather Cole
Subject Matter Expert (SME)	Lxxxx Lxxxxxx; Cxxx Lxx Cxxx
Voice Talent	Jxxx Dxxx
Course Authoring Specialist	Exxxx Gxxxxx
LMS Specialist	Dxxxx Exxxxxx
Graphic Designers	Axxxxx Mxxxxxx; Jxxxxxxx Hxxxxx
IT Specialist	Kxxxx Txxxxxx
QA Tester	Jxxxx Rxxxxxx