

Design Document - Rainbow Valley Nursery - Planting a Professional-Looking Flower Container

<p><i>Business Purpose</i></p>	<p>Rainbow Valley Nursery is a growing nursery that is committed to building positive relationships with its customers and ensuring repeat business. In order to engage customers with the company and to enable customers to achieve maximum enjoyment out of the plants and supplies they sell, the nursery would like to add a series of short e-learning courses to their website to allow their customers to learn more about how to use their products.</p> <p>Rainbow Valley Nursery has, in the past, held free workshops addressing various topics such as plant arrangement, care and selection. The nursery has found that participants of the workshops tend to return to the business to purchase more products. The business has found that these workshops engage the customers and help build a sense of trust. Since the workshops began, the company has noticed a 20% increase in repeat customers and sales. Unfortunately, the workshops are time and labor intensive and not sustainable.</p> <p>Some customers who could not attend the workshops requested printed materials or other resources so they could access the information taught. Rainbow Valley Nursery determined that a series of e-learning courses may make the information more engaging and more accessible to all of their customers when provided on their website.</p> <p>The training will be developed to educate customers and increase sales and repeat business by at least 20% (as the workshops did). This is the first course in the series.</p>
<p><i>Target Audience</i></p>	<p>All customers of Rainbow Valley Nursery</p>
<p><i>Training Time</i></p>	<p>10-15 Minutes</p>
<p><i>Training Recommendation</i></p>	<p>Due to the need for the training to be accessible at any given time and due to the various schedules of the members of the target audience, an e-learning course is recommended. After completion of this course, customers will be empowered to design their own professional looking flower containers.</p>
<p><i>Deliverables</i></p>	<ul style="list-style-type: none"> ● 1 e-learning course <ul style="list-style-type: none"> ○ Developed in Articulate Rise 360 ○ Includes 3 Knowledge Checks ○ Includes Interactions ○ Includes Final Assessment
<p><i>Learning Objectives</i></p>	<p>By the end of this course, participants will be able to:</p> <ul style="list-style-type: none"> ● Define the terms thriller, filler and spiller. ● Arrange thriller, filler and spiller plants within the planting container and modify that arrangement based on location. ● Apply concepts of color when selecting your thriller, filler and spiller plants.
<p><i>Training Outline</i></p>	<p>Welcome/Splash Page</p> <ul style="list-style-type: none"> ● Learner Hook ● Course Duration

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	<p>Introduction</p> <ul style="list-style-type: none"> ● Quote from Nursery Owner ● Learning Objectives ● Relevant Quote from Famous Individual <p>Topic: Defining Thrillers, Fillers and Spillers</p> <ul style="list-style-type: none"> ● Definition of the Terms <ul style="list-style-type: none"> ○ Thrillers: Tall and catch the eye ○ Fillers: Fill empty space around the thriller ○ Spillers: Cascade over the side of the container ● Visual Examples of Each Kind of Plant ● Knowledge Check <p>Topic: Plant Arrangement</p> <ul style="list-style-type: none"> ● Plantings Viewed from All Sides <ul style="list-style-type: none"> ○ Thrillers in the middle ○ Fillers surround thriller(s) ○ Spillers between edge of pot and fillers ● Plantings Viewed from One Side (Against a Building/Structure) <ul style="list-style-type: none"> ○ Thrillers on the side closest to the building/structure. ○ Fillers surround thriller(s). ○ Spiller between edge of pot and fillers. ● Knowledge Check <p>Topic: Choosing Colors</p> <ul style="list-style-type: none"> ● The Color Wheel ● Color Schemes <ul style="list-style-type: none"> ○ One Color ○ Neighboring Colors ○ Two Complementary Colors ○ Three Complementary Colors ○ Four Complementary Colors ● Visual Examples of Plantings Utilizing Each Color Scheme ● Knowledge Check <p>Assessment Summary/Congratulations</p>
<p><i>Assessment Plan</i></p>	<p>The assessment will evaluate participants' ability to define the terms thriller, filler and spiller; how to arrange these plants in different locations; and how to apply concepts of color to a thriller, filler and spiller planting.</p> <ul style="list-style-type: none"> ● 80% correct to pass ● Unlimited attempts to pass