E-Learning Course Development Agreement

Project Description & Objectives:

Course Name/ID:	Consumer Decision Journey
Lead Course Developer:	Laurie Gilmore Farley
Project Manager:	John Doe
Project Sponsor:	Robert Smith
Purpose/background:	After much consumer research, the marketing department has mapped out the typical purchasing decision journey of our company's typical consumer. This "Decision Journey" information needs to be communicated to the field sales consultants so they better understand how their role, including the products and services they support, are linked to the ultimate purchasing decision and in-turn, our company's bottom line.
Targeted learners:	Field sales consultants, all seasoned sales professionals. With sales transformation in-process, company has influx of new employees who will be unfamiliar with company and typical consumer information.
Learning objectives:	This course will enable learners to: 1. Describe the stages in the Consumer Decision Journey 2. Identify the opportunities for company's products and services to meet each stage in the Consumer Decision Journey

Project Deliverables:

Components of this project:	• A narrated, animated online course, estimated to be about 20 minutes long. • A printable job aid matching products and services with consumer's journey
Out-of-scope work:	The marketing department is providing content and research data to be used in the course. LMS testing is outside of the scope of this agreement. This task will be covered by the Learning Technology group during the pilot phase of this project, using the pilot version of the course and course completion data from pilot trainees.
Possible constraints:	Several on-site videos will be created as part of this course. Video shoots will be scheduled with the help of the media services team. If the shoots can't be scheduled within a reasonable timeframe, target dates in this agreement may need to be revised.

E-Learning Course Development Agreement, continued

Project Milestone Dates:		Reviewers:
Project start:	05/02/17	- John Doe* - Robert Smith - Melanie Brown
Storyboard completed for review:	05/10/17	
Reviewers submit feedback:	05/19/17	
Beta version completed for review:	06/19/17	
Reviewers submit final feedback:	06/24/17	
Pilot implementation:	07/01/17	
Final release:	08/01/17	*Final signoff is required from this reviewer.

Success Measures:

- **The project is completed and deployed by the final release date noted above.**
- **Learners achieve a score of 80% or higher on post-course testing**
- **A post-deployment evaluation conducted by Human Resources 90 days after project release indicates learner satisfaction of 90% or better.**

Additional Project Notes:

Use company approved template, color scheme and fonts
Request male voice for narration (previous module was female, need to change it up)

Key Stakeholder Signatures:

I agree to the project as described in this document and will support its development, completion, and deployment.

[[Name, title]]:	
[[Name, title]]:	
[[Name, title]]	