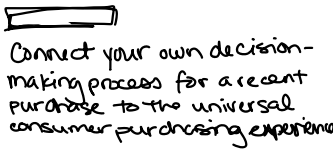
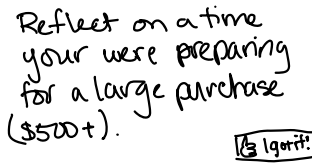
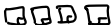


TITLE: Module 1: Interactive e-Learning Storyboard

SCENE: Title Slide	STEP:
	
OBJECTIVE: Title Slide	
INTERACTIONS: NONE	
SOUND:	
NOTES: this is the module title slide	

SCENE: Text Obj statement

Module Learning Outcome
INTERACTIONS: NONE
SOUND:
NOTES: learners will read the learning outcome for this module MLO 1

SCENE: Bellringer Question 1

OBJECTIVE: connecting prior experience to process
INTERACTIONS: NONE
SOUND:
NOTES: Learners will give me a thumbs up reaction.

SCENE: <u>Bellinger</u>	STEP: <u>2</u>
Question:	
_____	_____
_____	_____
_____?	_____
	

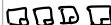
OBJECTIVE: reflection on recent purchase

INTERACTIONS:

reflection board - learners will write reflections on sticky notes and place in proper row.

SOUND:

NOTES: Q.
What were your thoughts, feelings, actions, when you realized you needed to make this purchase?

SCENE: <u>Bellinger</u>	STEP: <u>3</u>
Question:	
_____	_____
_____	_____
_____?	_____
	

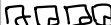
OBJECTIVE: reflection on active purchase

INTERACTIONS:

reflection board - learners will write reflections on sticky notes and place in proper row.

SOUND:

NOTES: Q.
What actions did you take before making the purchase?

SCENE: <u>Bellinger</u>	STEP: <u>4</u>
Question:	
_____	_____
_____	_____
_____?	_____
	

OBJECTIVE: reflection post purchase

INTERACTIONS:

reflection board - learners will write reflections on sticky notes and place in proper row.

SOUND:

NOTES: Q.
What actions did you take after receiving purchase? Write a review? Take a pic? Post on social?

SCENE: Bellringer STEP: 5

How would you rate your purchasing experience?

0 0 0 0 0
1 2 3 4 5
stressful pleasant

OBJECTIVE: effects of experience

INTERACTIONS:

learners will evaluate the experience on a likert scale.

SOUND:

NOTES:

learners should recognize effects of stressful and pleasant experiences - the consumer will spread the word about both experiences.

SCENE: Bellringer STEP: Closure

This is the customer journey exp as a
CONSUMER

lets review customer journey as a
BUSINESS

OBJECTIVE: shift perspective ofINTERACTIONS: experience from consumer to business

SOUND:

NOTES:

SCENE: Introduction STEP:OBJECTIVE: Phases of the Customer Journey

INTERACTIONS:

learners will be able to click each of the phases to learn more about each phase

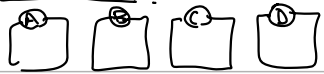
SOUND:

NOTES:

Introduction of the phases

SCENE: <u>Pre-Choice</u>	STEP: <u>Awareness</u>
Awareness 	Thinking Feeling Doing
OBJECTIVE: <u>information</u>	
INTERACTIONS: <u>none</u>	
SOUND:	
NOTES: <u>Consumer feelings and actions as they become aware of their need.</u>	

SCENE: <u>Prechoice</u>	STEP: <u>Consideration</u>
Consideration 	Thinking Feeling Doing
OBJECTIVE: <u>information</u>	
INTERACTIONS: <u>none</u>	
SOUND:	
NOTES: <u>Consumer thoughts + actions when considering purchase</u>	

SCENE: <u>Prechoice Knowledge Check</u>
FACTS b7 scenario: Consumer A is looking to _____ _____ ?

OBJECTIVE: <u>Knowledge check</u>
INTERACTIONS: <u>Learners choose the best response to the scenario</u>
SOUND:
NOTES:

SCENE: <u>Active Choice</u>	STEP: <u>Purchase</u>
<u>Purchase</u>	<u>Thinking</u>
_____	<u>Feeling</u>

_____	<u>Doing</u>
OBJECTIVE: <u>information</u>	
INTERACTIONS: <u>none</u>	
SOUND:	
NOTES: <u>consumer responses + feelings at time of purchase</u>	

SCENE: <u>Active Choice</u>	STEP: <u>Service</u>
<u>Service Delivery</u>	<u>Thinking</u>
_____	<u>Feeling</u>

_____	<u>Doing</u>
OBJECTIVE: <u>information</u>	
INTERACTIONS: <u>none</u>	
SOUND:	
NOTES: <u>Consumer responses + actions during service delivery</u>	

SCENE: <u>Active</u>	STEP: <u>Knowledge Check</u>
<u>OPPORTUNITY SCENARIO</u>	

_____ ?	
	
OBJECTIVE: <u>knowledge application check</u>	
INTERACTIONS: <u>choose all that apply</u> <u>learners select all appropriate responses</u>	
SOUND:	
NOTES:	

SCENE: Post-Purchase	STEP: Feedback
Feedback	Thinking
=====	feeling
=====	doing

OBJECTIVE: Information

INTERACTIONS:

none

SOUND:

NOTES:

SCENE: Post-Purchase	STEP: Loyalty
Loyalty	Thinking
=====	Feeling
=====	Doing

OBJECTIVE: Information

INTERACTIONS:

none

SOUND:

NOTES:

SCENE: Post-Purchase	STEP: Knowledge Check
opportunity Scenario	
=====	
=====	
=====	

OBJECTIVE: knowledge application

INTERACTIONS:

choose all that apply.
Learners select appropriate responses.

SOUND:

NOTES:

SCENE: Review

STEP:



OBJECTIVE: Review journey steps

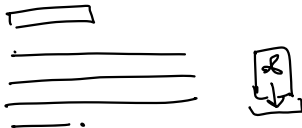
INTERACTIONS:

SOUND:

NOTES:

SCENE: Closing Prompt

STEP:



OBJECTIVE: Assignment introduction

INTERACTIONS:

learners will download the
assignment worksheet
(digital doc)

SOUND:

NOTES:

SCENE:

STEP:

OBJECTIVE:

INTERACTIONS:

SOUND:

NOTES: