[Client name]

[Project name]

PROJECT BLUEPRINT - VERSION 0.1

Month 20XX

# About this document

This document provides a high-level blueprint of the **[Project Name]**. This document outlines the parameters of the project, the desired outcomes for [Client Name], the proposed approach, technical specifications, and content outline for the modules.

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# Version control

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Date Created | Reason | Created/Amended by |
| 0.1 | DD.MM.20YY | First draft for internal review | Savv-e (xx) |
| 1.0 | DD.MM.20YY | First draft for client review | Savv-e (xx) |
|  |  |  |  |

# ****Project background****

Background information goes here.

The context for why we’re doing the project and how.

Overview of organisation, opportunity and other contextual elements.

Pull info from client brief and proposal

## ****The challenge****

* Key business outcome articulated in challenge framing session
* Any other business outcomes
* Summarise what a successful project looks like
* The change narrative

## ****Organisational context****

* Introductory description: sum up key finding from stakeholder and culture maps
* Any other info about relevant context
* Stakeholder map
* Culture map

# ****Learners****

Summarise key characteristics of learners

* who they are, what are the various groups
* what are their expectations
* what problems are you solving for them

## ****Learner Personas****

The following learner personas have been developed by Savv-e in conjunction with [Client name] to represent the learning cohort. They are well-developed fictional profiles that reflect the target audience members for whom we are designing the learning.

These personas share (or diverge on) common characteristics, such as their learning needs, job responsibilities, educational background and / or skill level.

[insert Personas here]

# ****Learning approach****

Briefly introduce Learning approach, including basic theoretical framework and the elements of the section.

## ****Learning outcomes****

By the end of this module, learners will be able to:

* List of learning outcomes
* Think, feel, do table.

## ****Learner stories****

Include all learner stories here (more detailed breakdown of what is need for each learning outcome)

Eg: *As persona name, in order to achieve learning outcome 1, I need to be able to …*

## ****Learner experience****

Sum up the key findings about the learner experience workshopped in the ideation session.

Outline the learning approach to be taken.

More detail here about the theoretical framework and strategic approach

Detail of how the interaction style shapes the learner’s experience of the module (and therefore enables them to achieve the learning and business outcomes)

## Assessment approach

Specify where there will be a formal assessment, how it will be scored, how many attempts are possible, etc. If there is no assessment please specify that here.

## ****Storyboard****

The following storyboard provide an outline of the [number] modules in the [project name] course at a high level.

Please note that, during scripting phase, as we engage with the content further, we may make adjustments to this outline to better serve the learning outcomes or content requirements.

Insert screen-cap of storyboard and link to How Too.

Note, as How Too currently scrolls downwards for multiple topic learning objects, it may be more visually engaging to lay out each topic as a separate learning object.

# ****Visual design and branding****

Sum up results of style tile activity

Include link to mood board if appropriate

Insert interface design to be used

# ****Technical Specifications****

|  |  |
| --- | --- |
| Design | |
| Sit time | xx minutes |
| Max number of blocks | xx |
| Media in module | Audio  Video  Animation  Illustration  Other: e.g. photos and iconography |
| Media provided by | [Client]  Savv-e |
| Rounds of review | One per deliverable  Two per deliverable |
| Development tool | How Too  Articulate  Other - specify tool |
| Content provided by | [Client]  Savv-e |
| Responsiveness | Desktop  Tablet  Phone |
| Accessibility | WCAG 2.1 AA  Other:  None |
| Technical | |
| Bandwidth |  |
| Browsers | e.g. Latest IE11, latest Chrome, latest Safari, latest Firefox |
| Hardware |  |
| Screen Resolution |  |
| Operating System |  |
| Network | e.g. Always online |
| Software considerations |  |
| Testing | |
| Tracking |  |
| LMS for testing |  |
| If we are able to access a test site in your LMS for testing please specify the site, user name and password we should use here: | Test site:  Password:  Username:  Will we be able to upload files for testing?  yes  no  If not, who do we contact to upload files for testing?  (name, email, phone): |
| Delivery | |
| Billing Milestones | Project acceptance  Beta version  Final module |
| Any other key info  Risks  Delivery Expectation |  |