
VeGone Staff Training

Instructional Design Document - November 2023

OVERVIEW

1. Audience Analysis

- **Target Audience:** VeGone staff (waiters, cashiers, kitchen staff)
- **Age Range:** 17-65
- **Vegan Knowledge:** Varied (some may be vegan, others may not)
- **Learning Style:** Preference for short, visually engaging content.
- **Time Constraints:** Limited time for training due to the busy restaurant environment.

2. Needs Assessment

- Staff needs a strong foundation in VeGone's core values and menu offerings.
- Staff must be able to confidently answer customer questions about ingredients, taste profiles, and vegan alternatives.
- Staff require quick access to information at the point of need (during service or training).

OBJECTIVES

Overall Performance Goal: VeGone Staff will be able to confidently answer customer questions about VeGone's menu items, highlighting core values and unique ingredients when interacting with customers in the fast-paced restaurant environment, with access to the mobile training app within a 30-second timeframe (measured through role-playing assessments and customer feedback) achieving scores of customer satisfaction of 85% and higher.

Enabling Objectives:

- VeGone Staff will identify the core values of VeGone (Deliciously Vegan, Fresh & Flavorful, Sustainable Eats) using the mobile training app successfully completing the interactive quiz on core values with a score of 100%.

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- VeGone Staff will recognize and describe the key ingredients used in VeGone's classic menu items by referencing the interactive menu within the mobile training app.
 - VeGone Staff will explain the unique qualities and taste profiles of VeGone's classic menu items by describing the key features and flavors of a chosen menu item to a customer in a role-play scenario.
 - VeGone Staff will identify the current monthly special on the VeGone menu using the "VeGone Spotlight" section of the mobile training app.

4. Task Assessment

- **Mobile App Quizzes:** Interactive quizzes within the app will assess knowledge of core values and menu items.
- **Role-Playing Scenarios:** Staff will participate in simulated customer interactions, allowing them to demonstrate their ability to answer questions accurately and confidently.
- **Customer Feedback:** Managers can include questions about the staff's knowledge and ability to answer questions, in the satisfaction surveys.

5. Instructional Strategies

- **Microlearning:** Bite-sized modules for easy access and retention.
- **Interactive Elements:** Quizzes, matching games, and short videos to engage learners.
- **Visually Appealing Design:** Real product photos, animations, and clear graphics to enhance understanding.
- **Mobile-Friendly Platform:** Allow staff to access training materials anytime, anywhere on their mobile devices.
- Merrill's First Principles of Instruction and problem-centered design approach.

Overall Performance Goal: VeGone Staff will be able to confidently answer customer questions about VeGone's menu items, highlighting core values and unique ingredients when interacting with customers in the fast-paced restaurant environment, with access to the mobile training app within a 30-second timeframe (measured through role-playing assessments and customer feedback) achieving scores of customer satisfaction of 85% and higher.

Overview of the Problem

We will follow Merrill's First Principles of Instruction and use a problem-centered design approach.

Based on the documents provided by the client, I determined that one of the main challenges VeGone Staff faces is confidently answering customer questions about VeGone's menu items in a fast-paced restaurant environment. This requires not only knowledge of the menu items but also the ability to highlight core values and unique ingredients.

Task analysis

- Identify the core values and unique ingredients of each menu item.
- Memorize the menu items and their descriptions.
- Practice answering customer questions about menu items.
- Demonstrate the ability to highlight core values and unique ingredients.
- Respond to customer inquiries within a 30-second timeframe.
- Evaluate customer satisfaction through role-playing assessments and customer feedback.

VeGone Staff Training: Task Analysis

Main Task:

Confidently answer customer questions about the VeGone menu.

Sub-Tasks:

Identify Customer Needs:

- **Sub-Task 1.1:** Listen actively to customer inquiries.
- **Sub-Task 1.2:** Discern if the inquiry relates to menu items, ingredients, or core values.

Access Training Materials:

- **Sub-Task 2.1:** Access the VeGone mobile training app on a personal device.
- **Sub-Task 2.2:** Navigate to the appropriate section based on the customer's inquiry (e.g., "VeGone Classics" for menu items, "The VeGone Way" for core values).

Retrieve Information:

- **Sub-Task 3.1:** For menu items: Locate the specific item using the interactive menu with photos.
- **Sub-Task 3.2:** For ingredients: Review the ingredient list and key descriptions.
- **Sub-Task 3.3:** For core values: Review the explanations and short videos in the "The VeGone Way" section.

Communicate Effectively with Customer:

- **Sub-Task 4.1:** Formulate a clear and concise answer to the customer's question.
- **Sub-Task 4.2:** Highlight relevant information from the training materials (e.g., key ingredients, unique flavors, core values).
- **Sub-Task 4.3:** Use positive and enthusiastic language when interacting with the customer.

Respond to Further Inquiries:

- **Sub-Task 5.1:** Listen attentively to any follow-up questions the customer may have.
- **Sub-Task 5.2:** Repeat steps 2-4 as needed to address further inquiries.

Problem scenario briefs

1. Scenario Brief: Core Values and Unique Ingredients

Description: You are approached by a customer who wants to know the core values and unique ingredients of a specific menu item.

Steps: Identify the menu item, explain its core values, and highlight the unique ingredients.

Consequences: If the customer is satisfied with the answer, they may be more likely to order the menu item.

Conditions: The customer may be in a hurry or have specific dietary restrictions.

2. Scenario Brief: Menu Item Familiarization

Description: You are given a list of menu items and their descriptions to memorize.

Steps: Study the menu items and their descriptions until you can recall them accurately.

Consequences: Memorizing the menu items will enable you to answer customer questions quickly and confidently.

Conditions: Limited time available for memorization.

3. Scenario Brief: Customer Question Practice

Description: You are presented with a series of customer questions about menu items.

Steps: Practice answering the questions accurately and confidently.

Consequences: Improving your ability to answer customer questions will enhance customer satisfaction and increase sales.

Conditions: The questions may vary in complexity and require quick thinking.

4. Scenario Brief: Highlighting Core Values and Unique Ingredients

Description: You are tasked with highlighting the core values and unique ingredients of different menu items during a customer interaction.

Steps: Engage in a conversation with the customer, identify the relevant menu items, and effectively communicate their core values and unique ingredients.

Consequences: Effectively highlighting core values and unique ingredients can enhance the customer's perception of the menu items and increase their interest in trying them.

Conditions: The customer may have specific preferences or dietary restrictions.

5. Scenario Brief: Responding Within a 30-Second Timeframe

Description: You are challenged to respond to customer inquiries about menu items within a 30-second timeframe.

Steps: Practice providing concise and informative responses within the given time constraint.

Consequences: Responding quickly and efficiently will improve customer satisfaction and contribute to a smooth operation in a fast-paced restaurant environment.

Conditions: Time pressure may lead to increased stress and the need for quick decision-making.

6. Scenario Brief: Role-Playing Assessment - Customer Satisfaction Evaluation

Description: You will participate in a role-playing assessment where you interact with a customer and receive feedback on your performance.

Steps: Engage in a simulated customer interaction, demonstrate your knowledge of menu items, and aim to satisfy the customer's needs.

Consequences: Role-playing assessments provide an opportunity for self-reflection and improvement, leading to enhanced customer satisfaction in real-life situations.

Conditions: The assessment may focus on specific aspects such as highlighting core values or addressing customer concerns.

Full Demonstration for Scenario 6: Role-Playing Assessment - Customer Satisfaction Evaluation

[Scene: A restaurant setting with a customer and a server]

Server: Welcome to our restaurant! How may I assist you today?

Customer: I'm not sure what to order. Can you recommend something?

Server: Of course! We have a variety of delicious options. Are you in the mood for something specific, like seafood or vegetarian?

Customer: I'm in the mood for seafood, but I have a shellfish allergy. Is there anything I can still enjoy?

Server: Absolutely! We have a mouthwatering grilled salmon dish that would be perfect for you. It's seasoned to perfection and served with a side of steamed vegetables. Would you like that?

Customer: That sounds great! But could you please confirm if there are any shellfish ingredients in the seasoning or the vegetables?

Server: I completely understand your concern. Let me double-check with the chef to ensure there are no shellfish ingredients in the seasoning or the vegetables. Give me just a moment, please.

[Server steps away to consult with the chef]

Server: Thank you for your patience. I've confirmed with the chef, and I'm happy to inform you that the seasoning and the vegetables are completely shellfish-free. You can enjoy the grilled salmon dish without any worries.

Customer: That's a relief! I'll go ahead and order the grilled salmon. Thank you for your help.

Server: You're welcome! I'll make sure your order is prepared with extra care and attention to your dietary needs. Is there anything else I can assist you with?

Customer: No, that will be all. Thank you for your excellent service!

Server: It was my pleasure assisting you. Enjoy your meal, and if you need anything else, don't hesitate to let me know.

[End of demonstration]

Explanation of the Demonstration:

In this role-playing assessment, you took on the role of a server in a restaurant setting. The objective was to interact with a customer and demonstrate your knowledge of menu items while aiming to satisfy the customer's needs. The scenario specifically focused on addressing the customer's shellfish allergy and providing accurate information about the dishes.

Throughout the demonstration, you remained in character as the server, displaying attentiveness, empathy, and a commitment to customer satisfaction. You actively listened to the customer's preferences and concerns, recommended a suitable dish, and verified the absence of shellfish ingredients. By doing so, you ensured the customer's safety and provided a positive dining experience.

The consequences of this role-playing assessment include self-reflection and improvement. By engaging in such assessments, learners can enhance their ability to address customer concerns, highlight core values, and ultimately improve customer satisfaction in real-life situations.

Conditions for this assessment may vary depending on the specific focus. For example, future assessments may emphasize different aspects, such as handling difficult customers or showcasing exceptional product knowledge. The goal is to create a comprehensive learning experience that prepares learners for various customer service scenarios.

By participating in this role-playing assessment, learners gain hands-on experience, develop critical thinking skills, and enhance their ability to provide exceptional customer service.