

NEEDS ANALYSIS

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PROJECT TITLE: Apartment Company - New Client Course

PROJECT OVERVIEW

Project Title & Description: *What is the title of the project?*

Apartment Company New Client enrollment course

Overarching Goals and Objectives: *Why is the project important?*

Company would like to give their clients as much information in a short setting. They want clients to be readily prepared in finding their first apartment and know all the information before jumping in and searching for that first apartment.

Success: *How will we know if the project is successful?*

A. What are the business goals?

This course will enable new apartment owners to know ahead of time what steps to take to guarantee that first apartment. With the new course, they are hoping for a fast enrollment and increase of 15% of clients renting apartments.

B. What is the overall instructional goal of the project?

Apartment clients will be able to take the course, identify their needs and take proper steps to get an apartment with the intentions of finding an apartment quicker.

PROJECT OVERVIEW

(cont.)

Deliverables and Details: *What will be created?*

A. Deliverables

Printable checklist
Storyline course outline steps and interactive features

B. Details related to the deliverables (technical resources, lack of live training, etc.)

Downloadable checklist that will align with what the learners choose in the course.

Potential Options: *Are there certain things you would like to see integrated into the resources, if appropriate?*

Scenerio based learning, ability to link to apartment videos/resources on the course further directing learners how to move forward.
Sending link with the course to virtually look at apartments while accessing the course.

PROJECT OVERVIEW

(cont.)

Larger Picture: *What is the overall framework in which these resources "fit"?*

A. On demand training: This will be a standalone piece on the site.
There will be a printable checklist and web checklist.

B. PPT, Training Guide, Trainee Guide

N/A

C. What is the future plan for this overall framework or these resources? Are there future plans to take into consideration with the organization, content, or distribution method of these resources?

This would be embedded in a course for apartment learners in finding a great first apartment.

Influencing Factors: *What factors besides training impact their performance?*

Users may not use this printable/web checklist and may forget about it.
First time apartment finders and need knowledge check (Kirk Patrick's level of assessment)

AUDIENCE OVERVIEW

Who is the audience? Describe the average person in detail.

First time apartment finders. Average age 18-28. Any Gender, single or couples.

How many people are in the audience and where are they located?

75,000+ in the U.S.

Are they already familiar with any aspects of the content? If so, what?

No. This is there first time renting an apartment and not fully understanding all the steps that are included in renting an apartment: budget, lease, renters insurance and etc.

Are their needs roughly the same or are they very different?

They are the same.

TEAM OVERVIEW

Project Roles:

- Project Manager: Hr Rep Duken Luxury Apartments
- Instructional Designer(s): Monika Duke
- Course Builder(s): Monika Duke

SMEs: Who are the SMEs we can reach out to for support?

- SME of the handbook concepts: N/A
- Recommended SME trainer contact: HR Rep
- Recommended SME principal contact: HR Rep
- Recommended SME teacher contact:

RESOURCES

Ramp-Up Resources: *What tools and resources are available for familiarizing oneself with the project?*

A. Printed/Training Materials

Deliverable of a checklist

B. Presentation Materials

N/A

Tools: *What tools and resources are available for building this course?*

A. Software

Storyline
Canva - Deliverable

B. Existing Media Resources

Video on apartment “must needs”

C. Non-existing Resources

- Are there resources you would like for these courses/learning resources that don’t currently exist? (video, audio, images, etc.)

  Images from apartments that have been leased
  video of what a “must have” vs a “want”

NEXT STEPS

Recommendations: *Proposed next steps based on the analysis of the needs.*

List your first recommendation here.

Storyboard course.
Create a printable checklist that users can print to carry with them in checking items off as they visit apartments.

Create a web checklist that users can check things off
Scenerio based learning

List your next recommendation here.

Identify types of renters insurance
How to budget and how much of your monthly income it should be