

# eLearning Script

Course Description: This is the first script for the first module of a six-module curriculum for a restaurant chain. The audience was a technical/digital position within the restaurant. As Instructional Designer and Script Writer, I worked with creative teams to create a theme of an end user playing a video game with a head-up display (HUD) UI used throughout. I also developed the idea of having the narrator be an Avatar (referenced onscreen as a waveform) to guide the user. The client liked this curriculum so much, it became the gold standard for all curricula thereafter.

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## Mobile Ordering Process

This course will cover the process of Mobile Ordering Process, from the order flow on the order app, to the workflow on the backend.

### 0201 Intro

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0201-005			HUD homepage
0201-010		Tap to hear a message.	Avatar animation Waveform is blinking. User is instructed to tap Waveform to play audio.
0201-015	CODE, you made it! ... We need your help...		Waveform indicating voiceover from system avatar
0201-020	A guest selected a mobile offer but it's not loading correctly.		Waveform Image of customer at front counter or a phone with an error message
0201-025	Do your best!	A customer cannot access or view an offer in the app on their mobile device.  What should you do? <ul style="list-style-type: none"><li>• Tell them to reboot their phone</li><li>• <b>Tell them to turn off Wi-Fi</b></li></ul>	Wave form Center image OST and two options Bullet text is hotspot for selection Correct answer: Turn off Wi-Fi If correct: Nice work! If incorrect: Not quite. Try again.
0201-030		When a customer has issues with the app in the store, ask them to turn off their Wi-Fi and to enable Location Services.	Additional Feedback to display on main screen of HUD before going into badge achievement Image: <b>Screen: 0201-030</b>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
		<p>If the offer code still does not display, ask the guest to refresh the offer code.</p> <p>If issues persist, ask the customer to close out of the app and reopen it.</p>	
0201-035			<p>Badge achievement: Deals/Offer Code</p> <p>Animate new badge or unlock it</p>
0201-040	Nice job, CODE. You are off to a great start! We threw that one at you because it's a common issue.		<p>HUD</p> <p>No graphic in center</p>
0201-045	Let me introduce myself. ... I'm ARTIS, your personal Augmented Reality Training Immersion Simulator.		<p>HUD</p> <p>Animated Waveform</p>
0201-050a	I'll guide you through the Mobile Ordering process and system training.	Mobile Ordering Process & System Training	<p>HUD no graphic in center</p> <p>OST in center</p>
0201-050b	<p>We'll cover some common scenarios and run through test missions. If you do well, you'll earn gear along the way.</p> <p>Let's dive into the Mobile Ordering process.</p>		<p>HUD no graphic in center</p> <p>OST in center</p>
0201-055	Mobile orders are big business.		<p>HUD</p> <p>Center graphic: <b>Screen: 0301-015f</b></p>
0201-060	And they are more complex than you might think.		<p>HUD</p> <p>Same graphic</p>
0201-065	Lots of issues can pop up along the way, from order placement to order pick up.		Graphic ticket with missing info
0201-070	That's why you're here. ...		CODE and logo on main screen

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
	You're going to learn how to resolve these issues as one of the elite Code members.		

## 0301 Mobile App

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0301-005	Let's start with the Mobile App. This is the customer interface. If you understand the process, you can work out the issues.	Mobile App (MA)	HUD homepage <b>Screen: 0301-015f</b>
0301-010	But this is only one layer, the customer experience. You'll learn what happens on the back end, too.	Tap the image	HUD Interaction: user taps image to go to next interaction.
0301-015		<p>Swipe to see more information [Title] <b>Unattended Check-in Flow</b> *Note: Unattended designates an order pickup where a customer does <b>not</b> have to go through a Crew member to recall an order.</p> <ol style="list-style-type: none"> <li>1. Customer reviews order summary screen before placing an order.</li> <li>2. Order is placed and customer is instructed to go to the restaurant.</li> <li>3. Customer selects pickup destination: Curbside, In Store, or Drive Thru.* *Note: Unattended workflow usually does not involve the Drive-Thru.</li> </ol>	<p>New page <b>Image Carousel</b> Full screen of images Swipe the phone case to move it to the next image and show OST In all, there will be 6 images</p> <ol style="list-style-type: none"> <li>1. <b>Screen: 0301-015a</b></li> <li>2. <b>Screen: 0301-015b</b></li> <li>3. <b>Screen: 0301-015c</b></li> <li>4. <b>Screen 0301-015d</b></li> <li>5. <b>Screen: 0301-015e</b></li> <li>6. <b>Screen: 0301-015f</b></li> </ol>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
		<ol style="list-style-type: none"> <li>Customer selects pickup method: In restaurant, and selects Take Out or Eat In.</li> <li>Customer receives order number.</li> <li>Customer now sees their order number onscreen with menu items and Deals.</li> </ol>	
0301-020	<p>There's another workflow, the <i>attended</i> check-in process. In that scenario, customers choose pickup options that involve different team members, like going to the Front Counter or using the Drive-Through. With the attended workflow, crew members recall the orders, and can modify them, and collect payment. The customer still needs to provide their order number in this workflow.</p>		Image: Show screen split in two: Front Counter image and Drive-Through
0301-025	<p>Let's go over some key points in the customer experience of the MA.</p>	<p>Key Points:</p> <p>The customer's mobile device is a key part of fulfilling the mobile order – including picking up the meal. They are directed by the GMA to bring that device when they pick up their order.</p> <ul style="list-style-type: none"> <li>Customers must make selections to receive their order, such as the pickup point.</li> <li>Customers receive updates about their order, including their order number.</li> </ul>	<p>HUD</p> <p>OST in center</p> <p>Fade bullets on and off</p>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
		<ul style="list-style-type: none"> <li>The mobile device is tracked by geofence, when applicable.</li> <li>In addition, when customers have their mobile device with them when they pick up their order, it makes it easier to resolve any issues with the order.</li> </ul>	
0301-030	Ready for a test mission? Let's see how well you know the MA workflow sequence.		Fade out of HUD
0301-035		<p>Drag and drop the screens to the right step in the process.</p> <p>[Title] Unattended Mobile Order Workflow</p>	<p>Fade in new screen</p> <p><b>Interaction</b></p> <p><b>Drag and drop question</b></p> <p>Show first 5 images of Unattended mobile order workflow with sequential numbers. User must drag the cards to the right step of the process in the sequence onscreen. <b>Use five images from slate 0301-015a-e.</b></p>
0301-040	You are on your way to digital mastery!		<p>HUD</p> <p>Badge achievement</p> <p>Mobile Ordering Process</p>

## 0401 Mobile Workflow

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0401-005	OK, CODE, time to review the larger Mobile workflow -- what happens on the backend.		HUD
0401-010		[Instructions] Tap the steps to progress. Step 1: Customer places a mobile order	Fade into new screen Image: first step of slide 11 workflow
0401-015		Step 2: Customer selects pickup method  [Popup text] When the customer selects their pickup destination, that information goes to a microservice.  [Instructions] Tap for more information on microservices. [information icon text] We use many different microservices in our workflow processes. Microservices are separate modular software solutions that work together to complete a larger process. These apps work together but perform different tasks in a total solution. For example, the Oracle validates business rules set by the restaurant.	Image: second step of slide 11 workflow  New Hotspot: information icon User taps it to learn what a microservice is.
0401-020		Step 3: The order moves from the Oracle	Image: step on slide 11

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
		<p>[Popup text] The Oracle is another microservice that validates business rules set by our store. Some of things this app validates are:</p> <ul style="list-style-type: none"> <li>• If tax is calculated correctly</li> <li>• If the menu item is available</li> <li>• If menu items are priced correctly</li> <li>• If the total calculation for the meal is correct</li> <li>• If the PODs active (Drive-Through, Curbside Pickup, etc.)</li> </ul>	
0401-025		<p>Step 4: Payment is validated. [popup request] After the Oracle validates business rules, the payment is validated or pre-approved by a financial services app. If the payment is pre-approved, the order goes to the restaurant for preparation. If the payment is declined, the customer receives an error message on the app.</p>	Image: Oracle to financial services app
0401-030		<p>Step 4: Order is sent to the Database (DB). [popup text] Once an order goes through the Oracle and the financial serves app, it goes to the Database where orders are stored.</p>	Image: Oracle to DB step on slide 11
0401-035		When an order has gone through all the microservice checkpoints successfully, and the customer	<b>Screen: 0301-015c</b> <b>Screen: 0301-015e</b>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
		passes the geofence, they receive an order code.	

## 0501 The Geofence

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0501-005	Now let's review the process when a customer goes to pick up an order, from end to end.		HUD
0501-010	When the Mobile App tells a customer to go to the restaurant to pick up the order, there's a virtual checkpoint along the way that alerts the restaurant when a customer has literally crossed that point.		Central image pops onscreen: geofence illustration
0501-015	This checkpoint is a virtual perimeter around the restaurant known as a geofence.	Geofence: Virtual perimeter around the restaurant	Same central image
0501-020	Here's how it works.	<p>[Tap the points to learn more.]</p> <p>First point: The customer places order and goes to the restaurant.</p> <p>Step 2: As they get closer to the restaurant, the customer crosses the geofence and is prompted to select a pickup method.</p> <p>Step 3: When a pickup method is selected, it triggers the kitchen order for production.</p>	<p>Fade Out of HUD to new page</p> <p><b>Interaction</b></p> <p>Circle on right should show a kind of overhead/aerial map from customer's home to restaurant</p> <p>Gate interactivity</p> <p>Animate aerial map as user taps through steps connecting lines from home to restaurant</p>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
		Step 4: The customer arrives at their chosen pickup destination to receive their order.	
0501-025	CODE, we've got a situation. The geofence was not triggered on a customer's mobile order and the kitchen did not receive the order and prepared it. A Team member informs you that the customer placed the order a while ago. Please help!		Fade into HUD
0501-030		<p>A customer placed a mobile order in the MA. But when they arrived at the restaurant, their order was not prepared. They have the mobile device used to place the order with them, but the geofence was not triggered. Their screen shows the 'Go to Restaurant' step. What should you do?</p> <ol style="list-style-type: none"> <li>1. Ask them if their Wi-Fi is turned off.</li> <li>2. Ask if location services are enabled and turned on.</li> <li>3. Ask the customer to close out of the app and reopen it.</li> <li>4. All of the above</li> </ol>	<p><b>Interaction</b>  <b>Four-option click and show like 0201-025</b></p> <p>Image: mobile screen: go to restaurant screen/<b>screen 0301-015b</b>  4 is correct answer; so, any answer is technically correct</p> <p>Correct: Fantastic!</p> <p>Incorrect: Good try.</p>
0501-035		Any of these options might solve the problem. So, walk the customer through these steps – beginning with the first step – until the issue is resolved. If they still have issues, they may need to reboot their phone.	
0501-040	Good call, CODE.		<p>Badge achievement won</p> <p>Geofence badge</p>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0501-045	When issues like this arise, you must be prepared to walk a team member or customer through the process we just covered. Most often the trouble comes down to a customer's Wi-Fi being on, or Location Services off.		HUD

## 0601 Store Hours, Product Outages & the MA

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0601-005	Now let's look at some potential trouble points on the backend, and how to proactively manage them.		HUD No image in center yet
0601-010	For example, if the store hours are incorrect in the Mobile App, it causes confusion and a bad experience for our customers. It also may result in the loss of a sale if the restaurant appears closed in the app when it is actually open. Or if the restaurant does not appear in a customer's online options for nearby restaurants.		Center Image Mobile phone screen: Ordering Wall This location is currently closed
0601-015		<b>Knowledge Boost</b>	Knowledge Boost Graphics/Animation/music/GIF
0601-020	CODE, this is a rare chance for a Knowledge Boost.  A knowledge boost is when you learn something about a process that you may not own, but by learning more about the process you will know where to go for help.	<b>Knowledge Boost</b>	Knowledge Boost Graphics/Animation/GIF

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
	Tap the icon to learn more.		
Skip screen	[Buzzer sound effect] Your boss called and said to try again.		Same graphic Hotspot: Launch button
0601-025		<p>Interaction Knowledge Boost [Instructions: Tap the icon/words to learn more.] [Title] Store Hours</p> <p>Store hours are managed by different people, depending on where the hours are displayed.</p> <p>For example, your <b>[insert team member]</b> can set hours for specific locations where customers can pick up orders at the restaurant: Lobby, Drive Through and Curbside. Those are set in a specific app.</p> <p>The hours that display in the MA or on the web are done by your <b>[insert team member title]</b>.</p> <p>If store hours are incorrect, your store may display as closed or not show at all on a customer's app. That's why it's so important the hours are correct. And that you know whom to contact if there's a problem.</p> <p>We'll cover this topic in more depth in an upcoming module.</p>	<p><b>Interaction Knowledge Boost</b> Creative team working on this interaction.</p>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0601-030	<p>Nice! Now you know how to handle any issues that might come up with store hours.</p> <p>Your [insert team member title] also handles any menu items that appear on the MA.</p> <p>But it's your job to manage the 86ed file. Let's learn more about that now.</p>	Tap image learn more	<p>HUD</p> <p>Image: menu items</p>
0601-035		<p><b>Interaction</b>  <b>[Title] The 86ed File</b></p> <p><b>First point:</b> When your restaurant runs out of an ingredient or item, you must enter that information in the <b>86ed File</b> on the <b>POS Register</b>. Note that this file is local to your store.</p> <p><b>Second point:</b> Once entered into the 86ed File, items using the missing ingredient become grayed out and unusable on the register. So, customers cannot place orders for those items in the restaurant.</p> <p><b>Third point:</b> On the backend, the POS sends information about the product outage to the appropriate microservice. When the MA connects to your store's menu, it will not offer the missing item.</p>	<p>[Out of HUD]</p> <p>Interaction – Click to Reveal Choose Four</p> <p>Three points click and show -</p>
0601-040	CODE, it's time for a test mission.	Tap the correct response.	<p>Fade to HUD</p> <p><b>Interaction</b></p>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
	Good luck!	<p>A customer said they could order an item using the MA but when they arrived at the restaurant, they were told the item was unavailable.</p> <p>What should you do?</p> <ol style="list-style-type: none"> <li>1. Check the Menu Board for the item.</li> <li>2. Verify the menu item is not in the 86ed file.</li> </ol>	<p><b>Two-answer click and show like 0201-025</b></p> <p>Image on main screen showing cashier talking to a customer.</p> <p><b>2 is correct answer.</b></p> <p>Correct: Yeah! Way to go.</p> <p>Incorrect: Try again.</p>
0601-045		If the menu item is in the 86ed File, but still shows in the MA, contact your [insert team member title].	Same graphics: Feedback to previous question
0601-050	You are racking up badges, CODE!		Badge redemption for Menu Item
0601-055	Remember, it's your responsibility to add items to the 86ed File. So, do your best to keep it up to date.		HUD
0601-060	<p>This is a good time to talk about key contacts as a CODE.</p> <p>Knowing whom to contact when you need additional help solving a problem goes a long way.</p> <p>You know to contact your [insert title] if you have issues around the MA menu items and store hours.</p> <p>You can also contact the Help Desk and submit a ticket.</p> <p>Lastly, if you need to escalate a problem, contact Top Tier.</p>	<p>[Title] Helpful Contacts:</p> <ul style="list-style-type: none"> <li>• Help Desk</li> </ul> <p>[Tap Help Desk for more info]</p> <p>[Popup text] When submitting a ticket to the Help Desk, make sure to include the following information on your ticket:</p> <ul style="list-style-type: none"> <li>- National Store Number</li> <li>- Brief Issue Description</li> <li>- Date and Time Issue Occurred</li> <li>- Account Email</li> <li>- Screenshots / Pictures</li> <li>- Order Number</li> <li>- Replication Steps</li> </ul>	<p>HUD</p> <p>Image: alert or escalation graphic on main screen</p> <p>Help Desk is hotspot for a popup of more info</p> <p>Popup: have info slowly scroll onscreen like the avatar coding at the beginning.</p> <p>Build note: Time audio with OST which may be tricky b/c there's some user interaction</p>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
		<ul style="list-style-type: none"> <li>[Insert team member title]</li> <li>Top Tier</li> </ul>	

## 0701 Mobile Order Retrieval

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0701-005	CODE, you have done great so far. This next test mission will be your most difficult.		HUD Open image space in middle
0701-010	Sometimes a customer's mobile order cannot be found. Crew members may encounter an issue searching and recalling a Mobile App order or may not be able to find the customer's order code.		Image Mobile phone screen Ordering Wall This location is currently closed
0701-015	I'm going to walk you through the steps of finding a customer order on the POS, when you must manually enter the order number.  Ready?	Tap image. [Title] Mobile Order Retrieval	HUD Image of POS screen <b>Hotspot: image</b>
0701-020	Tap Get Mobile Order on the POS Screen. That conducts a local search for the order.	[POS Screen]	Fade out of HUD Waveform in corner <b>Interaction</b> Screen: 0701-020 <b>Hotspot: Get Mobile Order</b>
0701-025	That takes you to an onscreen keyboard to enter the mobile code. Tap Search.		Screen: 0701-025 <b>Hotspot: Search</b>

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0701-040	That broadens the search to include all orders sent to the restaurant.		Screen: 0701-040
0701-045	Find and tap the correct Order Code.		Image: same order code shown AB12 <b>Hotspot: Filter</b>
0701-050	YES! You did it! The system now shows the customer's order. Tap the recall button to pull up the order.		Screen: 0701-050 <b>Hotspot: Recall button</b>
0701-055	Way to go!	If you cannot retrieve an order following the previous steps, take their order as you normally would for an in-person order. Follow your organization's policy for escalation if the order still does not appear.	.
0701-060			Badge achievement Mobile Order Search

## 0801 Wrap Up

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0801-005	Wow! You've done great today, CODE.  But there's a lot to learn and a lot to remember.  To help with that, you've earned a new online resource: A Mobile Order FAQs Guide.	Congratulations! You can now access the Mobile Order FAQs online.	HUD Image of online resource when ready pops onto center screen

Line No.	Voiceover	Onscreen Text	Visuals/Graphics
0801-010	Use this guide to review step-by-step processes for troubleshooting scenarios; the ones we did today, and additional ones.		Same
0801-015	You've also earned an upgrade to your Avatar. Well done!	Upgrade	Fade out of HUD Avatar front and center Show new upgrade
0801-020		Outro	Outro
0801-025		<p>Congratulations!</p> <p>You have successfully completed the Mobile Ordering Process module.</p> <p>Click download to download your certificate.</p> <p>You may exit the course.</p>	<p>End slide</p> <p>Interactive certificate of course completion</p>