

Design Document



# Ales vs. Lagers

The Beer Family Tree

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# Overview

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## Project Overview

One of the most popular jobs in the brewing industry is a beertender; aka, the person who is not only responsible for serving up a delicious beverage, but explaining the particular beer and style to the customer. In order to interact with a customer and discuss a customer's beer preference and the brewery's offerings, a beertender needs to understand the fundamental differences between beer styles; beginning with Ales and Lagers. This learning solution will be delivered as an online course for new employees to complete. It will take approximately 20-30 minutes.

## Problem

Breweries do not currently offer any form of interactive eLearning for new employees to complete and review. All new employee training for a new beertender position is completed through verbal communication and "do" activities. While this covers the basic information on "how" to do the job, it does not give new employees a foundation regarding the historical beer style information needed to be able to communicate. The verbal on the job training only covers the bare essentials of what needs to be done on any given shift. To provide excellent customer service, a beertender needs to have more thorough knowledge on beer history and styles. Information like that must be studied and reviewed in order to master conversation about beer.

## Solution

By providing newly hired beertenders an opportunity to complete an online course about beer styles beginning with Ales and Lagers, they will be better equipped with the foundational knowledge about beer needed to excel at the human-interaction aspect of their position. This web based course will be required of all newly hired beertenders prior to receiving the verbal and "do" aspects of their on the job training.

## This Document

This document contains the analysis, high-level design plan, production pathway, interface design standards, flowchart and storyboards.



# Analysis

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## Introduction

This section of the document provides an overview of the methodology used in the project, a description of the target audience, the learning objectives for the course, the content gathering strategy, and the minimum technical specifics required to run the web-based course.

## Methodology

The analysis effort included the following activities:

- Interviewed 3 Brewery Taproom Managers
- Interviewed 6 newly hired taproom beertenders at 3 breweries
- Reviewed current training plan for newly hired beertenders at 3 different breweries
- Conducted a Gap Analysis with 6 beertenders to compare if they feel they have enough knowledge to be successful

## Target Audience

New beertenders hired to work in brewery taprooms.

- They like beer!
- They live throughout the United States and potentially in other countries, so while the Language used will be English, the terminology used is standard within the beer industry.
- They are brand new employees taking their first jobs in the beer industry.
- Being a beertender at a brewery is an introductory position in the beer industry that requires a foundational knowledge set of beer styles.
- They possess basic knowledge of how beer is made and the four main ingredients that are used.
- They understand the need to be able to differentiate between beer styles, and communicate this information, in order to help customers select a style that fits their taste palette.

## Objectives

After finishing this course, the learner will be able to:

- Recognize the differences between Ales and Lagers
- Identify the fundamental differences between Ales and Lagers and explain them to customers
- Match different beer styles to the Ale and Lager families



## Content Sources

After reviewing the training plans at three breweries and speaking with the taproom managers and newly hired beertenders at each location, it was discovered that the training plan for new beertenders does not contain any written or computer based training. Because the onboarding and training process is comprised of verbal and “do” based information and activities, new employees are not left with any resources to review and study when not on the job.

In order to provide a thorough eLearning solution that can be reviewed and studied multiple times by employees, I will make sure to pull in content from the following sources:

Alworth, Jeff (2015). *The beer bible*. New York, NY. Workman Publishing Company.

Bourque, Walter, personal communication, October 23, 2017.

Daniels, Ray (1998). *Designing great beers: the ultimate guide to brewing classic beer styles*. Boulder, CO. Brewers Publications.

Eckhardt, Fred (November, 2008). Lager beer vs. ale beer - does it matter?. *All About Beer Magazine*. Retrieved from <http://allaboutbeer.com/article/lager-beer-vs-alebeer—does-it-matter>.

Herz, Julia. (2017). Beer styles study guide. *Brewers Association*. Retrieved from <https://www.craftbeer.com/beer/beer-styles-guide>.

Mosher, Randy (2017). *Tasting beer: an insider's guide to the world's greatest drink (2nd ed.)*. North Adams, MA. Storey Publishing.

## Technical Platform

The course will be designed to the following specifications in order to maximize the learner's experience:

- Course will be available to view on computers with the following minimum standards
  - Windows: Windows 7, and above
  - Mac: Mac OS 10.4 Tiger, and above
  - Resolution: will be presented at a resolution of 1024x627
- Connection: Wi-Fi will be required at a speed of 1mgps
- Video and sound: Learners will be able to use built in or external speakers in addition to headphones to listen to standalone audio or audio with video
- Tracking: Learner must score 90% on an assessment to demonstrate comprehension of objectives



# Design Plan

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## Introduction

This section presents a high-level design treatment that will be used for each objective.

## Objective 1

Recognize the differences between Ales and Lagers.

Content	Treatment
Define what an Ale is <ul style="list-style-type: none"><li>• Yeast</li><li>• Fermentation</li><li>• Conditioning</li></ul>	Explain it: <ul style="list-style-type: none"><li>• Use audio and text to present defining characteristics of an Ale</li><li>• Explain how Yeast, Fermentation &amp; Conditioning affect the beer family "Ale"</li><li>• Pictures of beer and sub aspects will be present with audio</li></ul>
Define what a Lager is <ul style="list-style-type: none"><li>• Yeast</li><li>• Fermentation</li><li>• Conditioning</li></ul>	Explain it: <ul style="list-style-type: none"><li>• Use audio and text to present defining characteristics of a Lager</li><li>• Explain how Yeast, Fermentation and Conditioning affects the beer family "Lager"</li><li>• Pictures of beer and sub aspects will be present with audio</li></ul>



## Objective 2

Match different beer styles to the Ale and Lager beer families.

<b>Content</b>	<b>Treatment</b>
Explain common styles of beer that fit under the Ale tree <ul style="list-style-type: none"><li>• Pale Ales</li><li>• Amber Ales</li><li>• Farmhouse Ales</li><li>• Porter Ales</li><li>• Stout Ales</li></ul>	Graphical tree representation of Ales with commercial examples of each  Audio narration as the tree branches out to different styles adding supplemental information of how each style fits under the Ale category
Explain common styles of beer that fit under the Lager Tree <ul style="list-style-type: none"><li>• Pilsner Lager</li><li>• American Lager</li><li>• Marzen Lager</li><li>• Vienna Lager</li><li>• Dunkel Lager</li></ul>	Graphical tree representation of Lagers with commercial examples of each  Audio narration as the tree branches out to different styles adding supplemental information of how each style fits under the Lager category
Activity: Matching Game	Matching “Do” Activity where users are required to match styles of beer under each Category, Ale or Lager.



### Objective 3

Identify the fundamental differences between Ales and Lagers and explain them to customers

<b>Content</b>	<b>Treatment</b>
<p>Video interview with a Brewery Professional</p> <ul style="list-style-type: none"><li>• How to match a beer to a person's taste palette</li><li>• How to take criticism of your employer's beer</li><li>• What to say</li><li>• What not to say</li><li>• Emphasizing what information is important to communicate</li></ul>	<p>Audio and Video explaining the topics listed on the left.</p>
<ul style="list-style-type: none"><li>• Activity: Knowledge Check</li></ul>	<p>The learner will then have to choose between a variety of options of how to respond. Feedback will be provided for correct and incorrect responses.</p>



# Production Pathway

Element	Process	Tools	Notes
Design Doc	Create/Edit	Microsoft Word (Mac OS 10.12)	Use templates from other Design Docs that have been created in the ILT program and the Wossamotta U example document from this course.
Graphics/ Photos	Create	iPhone 8 Plus	Will have to take photographs of different beers that are vastly different in appearance to use for throughout the course.
	Edit	Gimp / iPhoto	Will evaluate whether the basic cropping/editing tools in iPhoto will suffice or if more complex edits are needed Gimp will be used.
Graphics/ Illustrations	Create	Gimp	Will create in Gimp if unable to find copyright free graphics from pixabay.com or istockphoto.com
Graphics/ Clip Art	Select/Purchase	iStock Photo/ Pixabay	Will use the iStockphoto.com and pixabay.com services to find additional images or graphics.
Audio	Record	Logitech H800 Headset (Bluetooth)	This headset will that audio is recorded at a high quality audio due to its noise cancelling ability to reduce environmental interruptions. It will be connected to my laptop via Bluetooth. Recording settings will be set to high definition audio
	Purchase/ Download	Bensounds.com	Free provider of quality audio tracks that can be used as packing tracks
	Edit/Export	Audacity/iMovie	Audacity will be used to edit all audio narration recorded. It will aid in mixing the levels to ensure that the appropriate default volume setting it used as all time.
Video	Record	iPhone 8 Plus	Will shoot any video with the new iPhone 8 Plus. Video that could be shot could be short clips made into gifs of beer bubbling or interviews with brewers from the industry explaining their perspectives on ales vs. lagers.
	Edit/Export	iMovie	Will edit the video in iMovie.
Courseware Dev	Create Courseware	Adobe Captivate, version 10.0	Adobe Captivate 10 will serve as the vehicle to build the eLearning course and put the pieces together. Will be used to build the course structure, masters and pages.
LMS	Upload Courseware	FTPZilla, Bluehost	FTPZilla will be used to build the folder structure on my web server hosted by Bluehost.
	Distribute Courseware	Bluehost	dustinpettit.com/ucdenver/inte5660/_____ (complete URL to be provided upon completion)



# Interface Design Standards

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## Introduction

The Interface Design Standards provided below will define how the course will look and provide pathways for user interaction.

## Color Palette

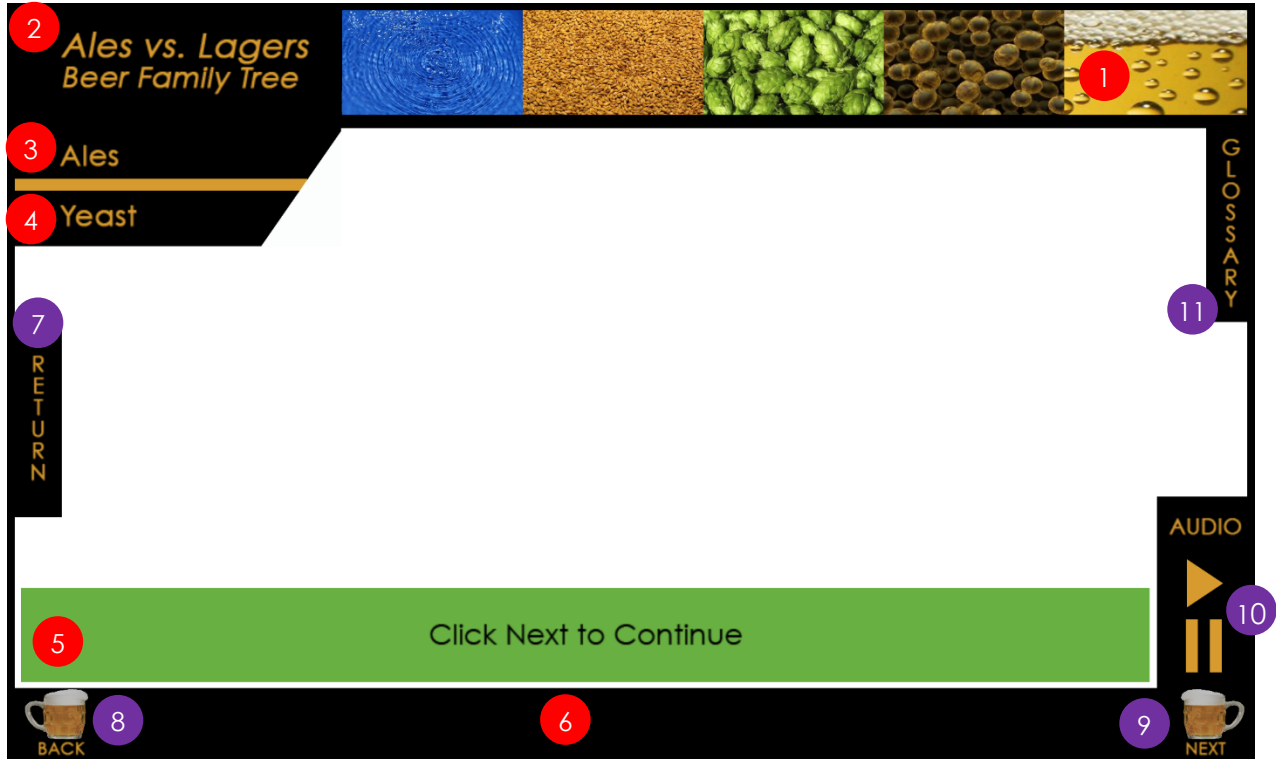
The color palette that I have chosen adheres to the CARP principle of contrast. I selected the main colors below as they each represent the four essential ingredients needed to make any style of beer: Water, Malt, Hops and Yeast. Black and white will be used as needed.





## Interface

The default interface uses the color palette above with the addition of a header image and beer icons obtained and cropped from istockphoto.com and pixabay.com.



#	Element	Notes
1	Header	On all slides; water image, malt image, hops image, yeast image and beer image; border of #000000 in 1pt;
2	Course Logo	On all slides; #000000 shape color; #D89C30 font color; 28pt & 24pt Century Gothic; top right justified;
3	Lesson Title	On all applicable slides; #000000 shape color; #D89C30 font color; 24pt Century Gothic; below course logo;
4	Page Title	On all applicable slides; #000000 shape color; #D89C30 font color; 24pt Century Gothic; below lesson title;
5	Prompt	On all applicable slides; #68AF41 shape color; #000000 font color 24pt Century Gothic; bottom center justified;
6	Footer	On all slides; #000000;



## Buttons

The following table will explain the common buttons the user will experience throughout the course.

#	Element	Notes
7	Return	Directs the user to the Ales and Lagers navigation hub to select the sections of Ales and Lagers;
8	Back	Directs the user to the previous slide in linear order;
9	Next	Directs the user to the next slide in course order;
10	Audio Play/Pause	If audio is playing upon entry of slide, it will be paused when clicked; when clicked again, it will be played;
11	Glossary	When clicked, a pop-up of terms and definitions on the current slide will appear; when clicked again, it will hide the pop-up;

## Graphic Standards

The images used throughout the course will be of beer and interactions between people. Images will consistently use an outer shadow of a color featured in the course color palette. The reason for this is to add depth to the images and provide a modern look.

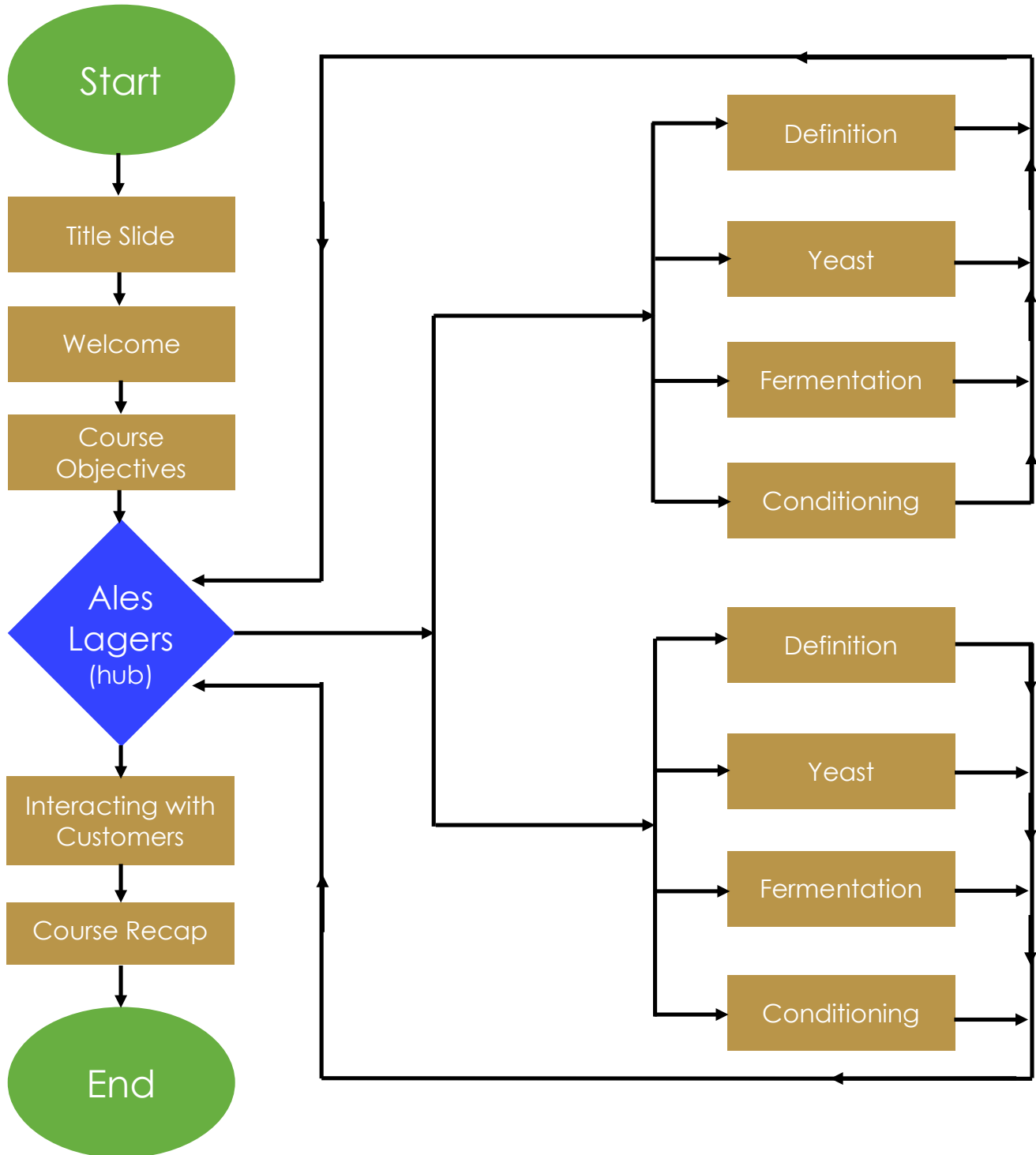
## Section 508 Compliance

If needed, this course will be made 508 compliant by ensuring that any time there is audio narration or sound that there a transcript or subtitles will be available for learners in need of screen reading capabilities. All clickable buttons and navigation options will be clearly labeled so that learners unable to determine differences in the selected color palette will still be able to complete the course.



# Flowchart

The following flowchart shows the path of the Course, Ales vs. Lagers



# Storyboards

## Introduction

This section shows the draft storyboards for the course. Each storyboard illustrates the basic layouts, content, graphics, and script and navigation options.

## Storyboard Examples

Header: Ales vs. Lagers Beer Family Tree		(Title Slide)
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 30%;">Title Text to the right of the images</div> <div style="width: 30%; background-color: #76b82a; color: #8b4513; padding: 10px; text-align: center;"> <b>Image of Beer in a glass with ingredients pictured in the header</b> </div> </div>		
Nothing for this slide.		
		Next

### Branching

None for this slide;

### Programmer Notes

Next (Beer with handle pointing to the right)	=	When present, next slide in linear order
Back (Beer with handle pointing to the left)	=	When present, previous slide in linear order
Glossary	=	When present, Glossary Pop-up
Pause / Play	=	Play/Pause audio or narration
Return	=	When present, described in <i>Branching</i>



Header: Ales vs. Lagers Beer Family Tree		(Welcome Slide)
Section Title: Welcome		
<p style="text-align: center;">Welcome Text</p> <p>Welcome to the course!</p> <p>Please make sure that your computer's speakers are on, or your headphones are plugged in. Once this is done, click the "Play/Pause" button to learn about this course's navigation.</p>		
<p>(Audio explanation of the Navigation Buttons throughout the course: "Welcome to this course on Ales and Lagers. Before we get too far along in the course, let's take a moment to learn about the different buttons and navigation options you will encounter throughout the course. At the bottom of the screen, you will find Next and back buttons that can be used to move forward and backwards, linearly, throughout the course Above the net button, you will find the Play/Pause Audio button. Clicking this will begin or stop the slide narration. The Glossary button can be found in the upper right of the screen. This pop-up will contain different definitions of words presented on the slide. Click the glossary button again to make it disappear. The Return button on the left side of the screen, when present, will return you to the Ales and Lagers family page to navigate to a different section. When you're ready, click the next button to begin.")</p>		Glossary
		Play Pause
Back		Next


**Branching**

None for this slide;

**Programmer Notes**

Pop-up text boxes/arrows pointing to the buttons as the audio narration discussion each;



Header: Ales vs. Lagers Beer Family Tree		(Course Objectives Slide)
Section Title: Course Objectives		
Course Objectives After finishing this course, you will be able to: <ul style="list-style-type: none"><li>• Recognize the differences between Ales and Lagers</li><li>• Explain to customers the differences between beer styles under each of the Ale and Lager families</li><li>• Match different beer styles to the Ale and Lager families</li></ul>		
Audio Narration: "Now that you know how to get around, let's cover the course objectives. After finishing this course, you will be able to recognize the differences between Ales and Lagers, explain to customers the differences between beer styles under each of the Ale and Lager families, and match different beer styles to the Ale and Lager families."		Glossary
		Play Pause
Back		Next

**Graphic Notes**

Image of an interaction between a beertender and a customer on the right side of the slide;

**Branching**

None for this slide;

**Programmer Notes**

None for this slide;





Header: Ales vs. Lagers Beer Family Tree		(Ales & Lagers Hub Slide)
Section Title: Ales & Lagers Navigation		
<p>Ales &amp; Lagers Navigation</p>		
Audio narration: "Click on Ales or Lagers to learn about each beer family. After reviewing each family, click the Continue button on the right."		<i>Glossary-Disabled</i>
		Play Pause
Back		<i>Next-Disabled</i>

### Graphic Notes

Image of an Ale and a Lager. Ale will be on the left; Lager on the right

### Branching

Ale	=	Ales – Definition Slide
Lager	=	Lagers – Definition Slide

### Programmer Notes

Highlight the graphic for Ale or Lager when user mouses over each;  
No Previous or Next buttons on this slide as navigation is from the branching;