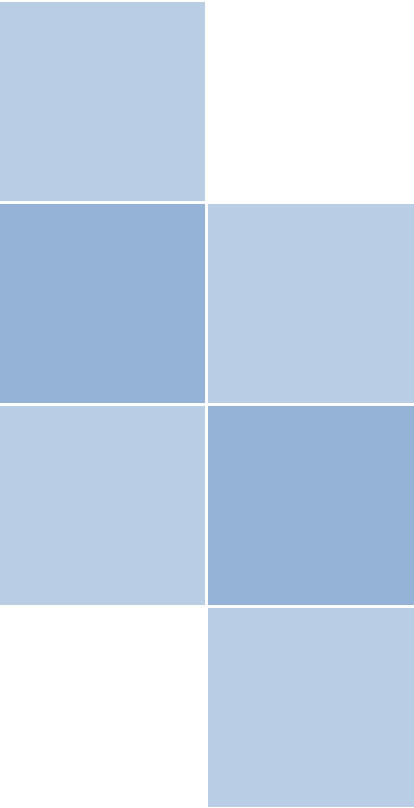


A decorative graphic on the left side of the page consisting of seven blue squares of varying shades arranged in a staggered, grid-like pattern. The squares are arranged in three rows: the top row has one square, the middle row has two squares, and the bottom row has four squares.

Maye, Seagrist, Vandermer

Teenage Driver Fender Bender Online Course

Katherine Maye, Rick Seagrist, Steve Vandermer

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Instructional Design Document

Nature of the Problem

Many factors including immaturity and lack of experience behind the wheel make teen drivers more prone to being involved in motor vehicle accidents. Studies by the AAA Foundation for Traffic Safety indicate that teen drivers are overrepresented in road crashes, with a higher per-mile collision rate than older drivers (American Automobile Association, 2006). This course is designed as a consumer outreach program from Auto Insurance Group to ensure that new teenage drivers are prepared, and know the steps which should be taken after a minor automobile accident where no one is injured and both cars are still drivable. In these low priority situations, police may not respond quickly so it is especially important that the new driver know how to conduct him/herself, whom to call, and what information must be collected at the scene before leaving.

Needs Analysis

Our analysis showed that the Fender Bender material was covered in the classroom portion of driver's education in Virginia, but that nearly a year will have elapsed by the time a teenager received their full Virginia driver's license. Statistics have demonstrated that new teenage drivers are likely to get into an accident during their first few months of driving.

Learner Analysis

The learners are teenagers residing in the state of Virginia who are fully-licensed automobile drivers in the process of being added to their parents' car insurance policy. Excluded are motorcycle drivers.

- | | |
|-----------------------|--|
| Entry Characteristics | <ul style="list-style-type: none">• Age: The targeted age is between 16 years, 3 months and 19 years. (According to Virginia DMV, the earliest that a teenager can transition from a learner's permit to fully licensed driver is age 16 years, 3 months.)• Completed driver education, both classroom and behind the wheel components• Recently have been granted a fully-valid driver's license permitting them to drive alone without supervision. Been added to their parents' car insurance policy• Learners are knowledgeable about computers and have had experience with online learning. In Virginia, high school students are required to complete one online course in order to graduate. (VDOE) |
|-----------------------|--|

Prior Knowledge of the Topic:	Learners have basic knowledge of cars and of fender benders and understand that it can be a complicated and difficult situation. However, they have little or no knowledge of the preparation for and actions to take following an accident.
-------------------------------	--

Instructional Goal and Approach

This course is designed to reinforce previously learned material at the point of becoming a fully licensed unsupervised teenage driver. The goal of this instruction is to teach teenagers the behaviors and the steps they should follow in the event of a minor car accident, a fender bender, in which there are no injuries and cars are drivable. This course will be delivered online via short videos and learning will be reinforced through interactive exercises; it will be hosted on the AIG website. Completion of the entire five module course produces a printable aid which can be kept in the glove box to remind the learner of the proper steps to take if he or she is ever involved in an accident.

High Level Task Analysis

After completing this course, the learner will:

1. List the steps necessary for ensuring the safety of all involved in the accident.
2. Identify his or her own emotions and respond with several calming breaths.
3. Describe how to assess the situation and list whom to call.
4. List the documents the student will need to share with the driver of the other vehicle(s) and/or police and where each document should be kept. List the information that is necessary to collect from the other driver.
5. Describe the information necessary to document the scene of the accident and what methods might be used to achieve this.

Instructional Materials

The main course materials are delivered as modules via the AIG website. Throughout the course, all the pages will maintain a consistent typographical style, layout, and appearance to present the message. A video of a “real” accident situation will be used for instruction. Completion of the modules generates a portion of the job aid, a printable glove box reminder of the steps to take.

An app for a smart phone or tablet is also provided. An added benefit to the app is that once it is engaged and the driver begins to enter information and photographs, it generates a report to AIG in real time and a contact is initiated with the user.

Evaluation

Formative evaluation will be conducted by the design team observing a small group of 8 - 12 teenagers completing the module together in the same location. Revisions to the course will be made based on the suggestions from the design team and the group of students. A second round of evaluation will take place to ensure the revisions corrected the initial problems.

Summative evaluation will be conducted using the software tool hosted on the insurance company web site. It will record the number of attempts needed to complete each component correctly, and the overall successful completion rate. Teenagers who are in an accident and must file a claim with AIG will be asked several questions by the claims agent to gauge the effectiveness of the module.

AIG claims department will correlate any data on teenage drivers who may have taken the training and subsequently had a claim with the company via an indicator on their policy record. The insurance claim software will record data on a driver using the smartphone mobile application to evaluate the successful resolution of an accident using skills and knowledge from the course as well as the overall efficiency of claims processing.

Project Definition & Scope

Purpose

The intent of this project is to develop an online training module for American International Group's (AIG) Automotive Insurance Division targeted at new, teenaged drivers. AIG believes this project's aim of improving the accident claim information gathering process will enhance the effectiveness and reputation of their automotive insurance division as well as their overall brand image. By improving the information gathering process, AIG is endeavoring to enhance customer satisfaction by possibly reducing occurrences of litigation, minimizing first and third-party disputes, decreasing accident claim processing time, as well as delivering on their promise of paying first-party claims within 48 hours following satisfactory documentation of loss and agreement on damages. For this to occur, ideally all pertinent claim information would be gathered during the initial reporting call. As is the case, AIG is dependent upon the information gathering skills of young, first-time drivers who, due to various accident related factors, may not focus on or record salient data. Thus, this training module project will provide a means for this driver subset to better respond to and record information pertaining to an auto accident.

Goals & Objectives

The goal of this project is to provide AIG with an online vehicular accident response training module that they will make available to first-time teenage drivers. The training will furnish learners with effective response strategies (behavioral, data collection) for use following a minor traffic accident. Consequently, AIG's accident claim response will improve due to the improved data gathering skills of these drivers.

The project's objectives are:

- Develop an online course using research based design (ADDIE) and instructional principles;
- Develop a course that provides training on both effective behavioral responses and information gathering methods to improve accident claim response;
- Provide technical support for integrating this course with AIG's Learning Management System (LMS).

Success Criteria

This project will be deemed successful based on the following criteria:

- The training module is completed within all budgetary and time constraints.
- The training module is SCORM conformant and fully functional within AIG's LMS.
- The training module receives average/above average satisfaction survey ratings as well as positive comments from alpha and beta-testing groups.

- The training module receives average/above average satisfaction survey ratings as well as positive comments from AIG project supervisors.
- AIG data collection demonstrates an overall reduction in costs and time spent resolving accident claims.

Project Content

By means of an internal investigation of employee performance and customer feedback regarding insurance claim services, AIG has determined a need for improving its insurance claim response such as decreasing the time and financial costs associated with claim investigation and claim settlement. To achieve this goal, and thereby enhancing customer satisfaction and brand loyalty, AIG senior management has approved the creation of a series of online training modules designed to help customers enhance their response to and ability to gather data from various types of accidents. The decision to utilize an online instructional platform is based upon its cost effectiveness and superiority in accommodating a large customer base via standard computer and mobile technology. Online training will be augmented via Smartphone Apps and printable graphic organizers (response trees). The effectiveness of online training may be determined by customer satisfaction surveys and studies of factors pertaining to claim settlement.

Due to alarmingly negative accident statistics regarding young, inexperienced drivers, AIG has selected vehicle car insurance and the aforementioned driver subset to be the focus of its first training module. Other modules will be developed following satisfactory implementation of the initial module.

Project Dependencies

The following list of factors maintains influence over the success of the project.

- Funding and approval for all steps in project development by AIG
- Input, review, and approval of subject matter experts (SME's)
- Effectiveness and timeliness of video production subcontractors
- Any changes in automobile insurance claim guidelines and requirements resulting from changes to applicable federal or Virginia state law
- Assurance of SCORM conformance
- Review and approval of project focus groups

Scope Specifications

This project seeks to develop an online training course targeting fully licensed teenage drivers ages 16 years and 3 months to 19 years-of-age. Training will encompass behavioral response strategies and information gathering procedures as they pertain to minor automobile accidents (no injuries, vehicles drivable). Drivers added to their existing insurance plans will undertake this training.

Other project specifications include:

- Ensuring the training module is SCORM conformant
- Satisfies Web Content Accessibility Guidelines (WCAG) 2.0, level A.
- Maintains functionality across multiple internet browsers, operating systems (Mac, PC), and mobile devices

Out-of-Scope Specifications

This project is not designed for use by teenaged drivers currently holding a state driving learner's permit or other fully licensed drivers falling outside the designated age range of 16 years 3 months to 19 years-of-age. Also, training will focus solely on information pertaining to passenger cars and trucks and not include motorcycles, busses, and other larger vehicles. Furthermore, the training module will not provide driver's education instruction or dispense legal advice. Such information must be obtained via an approved driver's education program and lawyer respectively.

Assumptions

Based on the IDD learner analysis it is assumed that the learners are teenagers, newly licensed drivers, technologically competent, experienced online learners and have access to a computer.

Constraints

This course will reside in AIG's Learning Management System and will need to be compliant with their existing systems architecture.

This project requires participation from several time constrained stakeholders. The stakeholder's personal and professional schedules have an impact on the successful completion of the project.

Risk

The project team has identified the following risks:

- Expansion or reduction of scope.
- Video production company unable to meet deadlines.
- SME not available.
- Reduction in AIG available capital.

Stakeholders

- Senior Management – This is our company's management. They are providing funding and budgetary guidance and oversight.
- AIG Management – This is the project sponsor. It is a board of three people. They will provide final deliverable approval.
- AIG claims department administrator – This SME will provide important learning information. He/she has influence on final deliverable approval.

- LMS administrators – This SME will provide important technical requirements information and have management of final deliverable upon completion. This person has influence on final deliverable approval.
- Police Department SME – This SME will provide important learning information.
- Video Production Developer – This subcontractor will produce the video used in the e-learning modules. Although the contract will stipulate project requirements, it is important to ensure the subcontractor's project plan considers its stakeholders.
 - Actors
 - License holders for copyrighted materials

Recommended Project Approach

This project has been commissioned to develop an e-learning program designed to educate newly licensed teenage drivers on the correct procedures and requirements when faced with minor traffic accidents. In order to successfully complete this project we will:

- Implement standard project management principles and processes with instructional design principles and processes.
- Use a proactive management approach.
- Use historical data and past experience to guide our project schedule; using subcontractors in which we have a positive history and track recorded.
- Take advantage of technology to communicate professionally with the client and all other stakeholders.
 - Communicate with AIG management on budget and schedule every two weeks; providing full progress reports.
 - Communicate with SME stakeholders as needed.
 - Communicate with subcontractors weekly during their project lifecycle.
 - Communicate within our team on a weekly basis using Skype.
- Be prepared to provide LMS implementation support on an as needed basis.

Work Break Down Structure

1.0: Initiating

- 1.1 – Project analysis
- 1.2 – Create preliminary scope statement
- 1.3 – Develop project charter
- 1.4 – Submit project charter for AIG review
- 1.5 – AIG signature on project charter
- 1.6 – Project Kick-off Meeting

2.0: Planning

- 2.1 – Develop project plan
 - 2.1.1 – Establish budget
 - 2.1.2 – Identify and submit Resources Requirements
- 2.2 – Internal team review of project plan
- 2.3 – Submit project plan to AIG for review
- 2.4 – Make revisions to project plan as needed

3.0: Executing

- 3.1 – Analysis
 - 3.1.1 – Needs Analysis
 - 3.1.1.1 – Interview AIG claims agents
 - 3.1.2 – Learner Analysis
 - 3.1.2.1 – interview newly licensed teen drivers
 - 3.1.3 – Task Analysis
 - 3.1.3.1 – Interview police SME
 - 3.1.3.2 – Interview AIG SME
- 3.2 – Write Instructional Design Document
- 3.3 – Internal review of Instructional Design document
- 3.4 – Submit Instructional Design document to AIG for review
- 3.5 – Make revisions to Instructional Design document as needed
- 3.6 – Design
 - 3.6.1 – Design storyboards & wireframe
 - 3.6.2 – Develop content & scripts for production company
 - 3.6.3 – Submit Storyboards to AIG for review
 - 3.6.4 – Make revisions to Storyboard as needed
- 3.7 – Development
 - 3.7.1 – Develop courseware
 - 3.7.2 – Video/audio production
 - 3.7.2.1 – Filming
 - 3.7.2.2 – Editing
 - 3.7.3 – Initial planning review module 1 prototype
 - 3.7.4 – Approve production company deliverables
 - 3.7.5 – Integrate production company videos with courseware
 - 3.7.6 – Conduct WCAG 2.0, Level A testing

- 3.8 – Evaluation
 - 3.8.1 – Focus group formative evaluation
 - 3.8.2 – Make course revisions as needed
- 3.9 – Implementation
 - 3.9.1 – Test course functionality with AIG LMS instructional technology technicians
 - 3.9.2 – Make revisions to courseware as needed
- 3.10 – Deliver courseware to AIG
 - 3.10.1 – Test courseware functionality with AIG LMS instructional technology technicians
 - 3.10.2 – Make revisions to courseware as needed
- 3.11 – Obtain AIG sign-off on training module and courseware functionality

4.0: Monitoring & Control

- 4.1 – Overview of training module w/ claims agents
- 4.2 – Summative evaluation
 - 4.2.1 – AIG conducts training module effectiveness audit of claims agents via interviews & surveys
 - 4.2.2 – Crash Courses, Inc. team review of training module & courseware
 - 4.2.3 – Meet with AIG to share evaluation results

5.0: Closeout

- 5.1 – Record lessons learned
- 5.2 – Complete administrative closure with AIG
- 5.3 – Closeout project

Network Diagram

See appendix A

Resources Requirements

Estimates of time are based on similar Crash Courses, Inc. projects, team assessment and consensus of deliverables and other project requirements, as well as established roles within the company as summarized below.

- Crash Courses' PM typically balances project oversight with new business acquisition; therefore significant time is spent on sales/marketing and interacting with stakeholders.
- With significant experience creating training modules and working with Articulate software, the Lead ID establishes the overall design format and multimedia inclusion.
- The second ID assists the lead ID as well as contributes to creating project plans.

HUMAN RESOURCES			
Responsibility	Experience & Skills	Days	Hours
Project Manager <i>Crash Courses, Inc.</i>	Master's degree; sales; marketing; 2 years instructional design Microsoft Project, FastTrack Schedule 10	60	240
Instructional Designer – 1 <i>Crash Courses, Inc.</i>	Master's degree; 2 years program coordination & management; business & industry trainer; 14 years public school educator with curriculum development; Articulate Studio	80	400
Instructional Designer – 2 <i>Crash Courses, Inc.</i>	3 years public school educator; instructional design & curriculum development Microsoft Project, FastTrack Schedule 10	75	525
SME-1 <i>AIG Automobile Insurance Specialist</i>	6 years experience: in-field insurance adjustment; telephone/online claims department; claims supervisor	2	12
SME -2 <i>Fairfax County, VA Police Department</i>	8 years patrol/traffic division; 2 years patrol supervisor	2	8
Video Production Company <i>Creative Liquid Productions</i>	7 years A/V multimedia production; pre/post production planning; filming; editing; graphics; voiceover; Expertise: Final Cut Studio 3 Sony DVCAM, Sony HDCAM Panasonic P2 HD	4	48
Project Consultants <i>Teenaged drivers</i>	New fully licensed drivers; graduates of Prince William County, Virginia, high school driver's education program	½ day	4
Learners <i>New license holders</i> <i>New license holders' parents</i> <i>License holders with 5+ years experience</i>	Test training module prior to full implementation	8	1

PHYSICAL RESOURCES		
Description	Use	Duration
Meeting room at Crash Courses	Information gathering w/ teenage consultants	4 hours
Meeting room at Crash Courses	Pilot testing & focus group feedback	8 hours
Office or meeting room at SME location	Meet with SME's – 1 & 2	20 hours

MATERIALS RESOURCES (Tools & Software)	
Description	Use
Computers, printers	develop online training module, surveys, communication
Articulate Presenter & Engage	develop online training module
Internet access	develop online training module, communication
Subscription to stock photos and audio sound effects online repository	develop online training module
Multimedia projector, projector screen	facilitate pilot testing of online training module with focus group
Laptops, iPhone, Android phone, iPad, headphones	pilot testing of online training module with focus group

Project Schedule

See appendix B

Risk Management Strategies

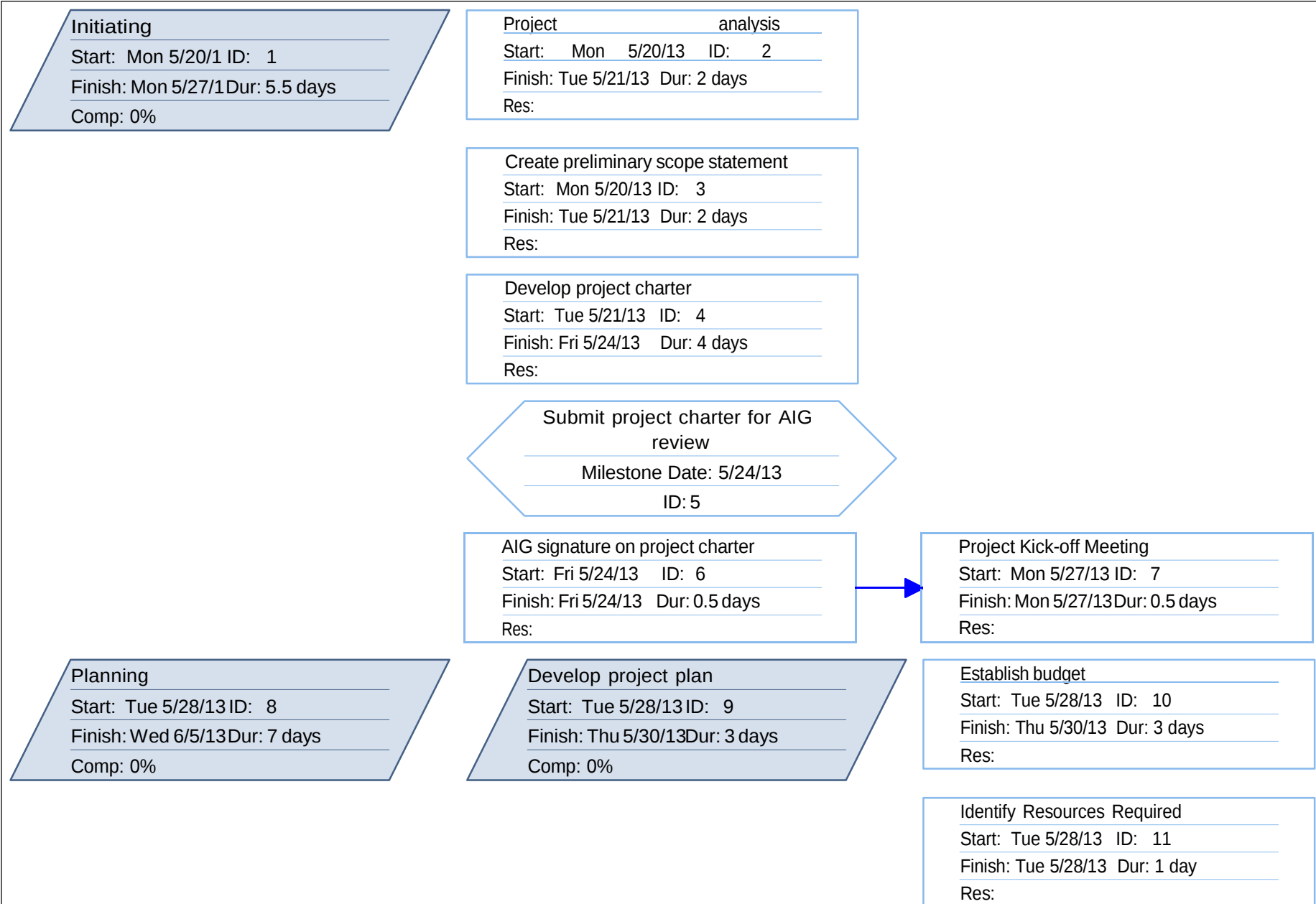
Priority Rankings were derived by:

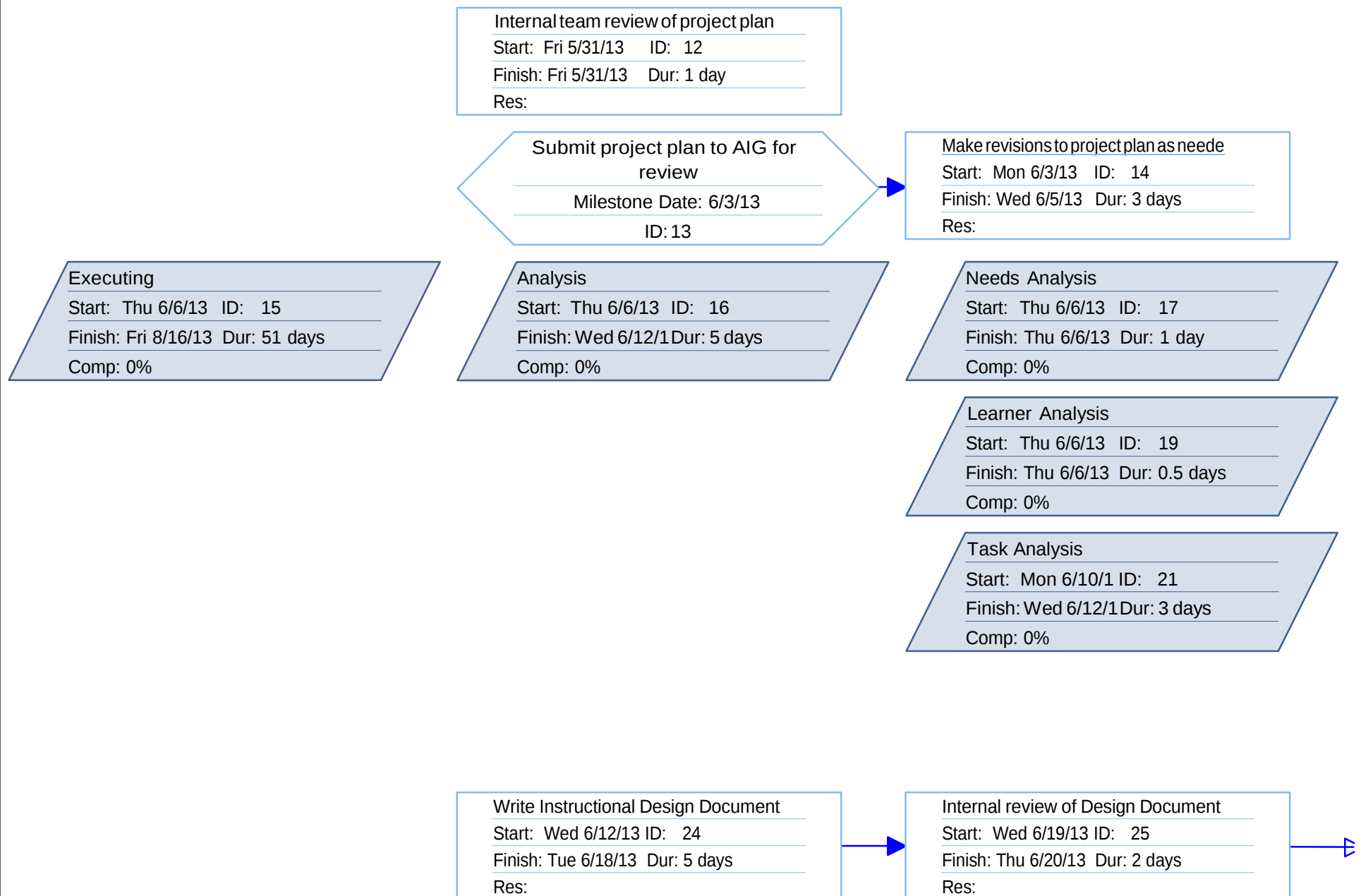
- Applying 3 points for every high ranking, 2 points for medium rankings, and 1 point for low rankings using Probability, Impact, and Priority
- Those with the highest score were given a Priority Ranking of 1. The next highest score was given a Priority Ranking of 2, and so on
- In the case of a tie, there was no further distinction made

Priority Ranking	Risk	Probability / Impact	Priority	Response Strategy	Strategy Description
1	Expansion or reduction of scope; shift in business drivers	Medium / High	Medium	Monitor and Prepare / Mitigate	Prepare a contingency plan for likely scenarios. Proactively stay in communication with AIG Management; giving weekly updates
1	Video Production Company budget overrun	Low / High	High	Mitigate / Avoidance	Develop a contract. Clearly communicate goals and objectives. Use a company in which we have history. Prepare a quality script. Add 10% to budget estimate.
2	Significant change in technical requirements or LMS changes	Low / High	Medium	Mitigate	Ask AIG management about their long term plans in regard to the LMS.
2	Project time estimates are not accurate	Low / Medium	High	Mitigate / Monitor and Prepare	Use historical data. Prepare contingency plans.
3	Video Production Company unable to meet deadlines	Low / Medium	Medium	Mitigate	Develop a contract. Monitor progress. Attend filming. Add slack time to schedule.
3	Reduction in AIG's available capital	Low / High	Low	Mitigate	Work to reduce the scope, eliminate video and modify training module to use image based scenarios to meet new budget constraints.

Priority Ranking	Risk	Probability / Impact	Priority	Response Strategy	Strategy Description
4	Unable to obtain the tools needed for quality upgrades.	Low/Low	Medium	Avoidance / Acceptance	Budget for additional equipment resources for minor quality adjustments. Notify AIG that significant quality requirements could be a major cost increase.
4	A primary team member is unable to complete their work; illness, accident	Low/ Medium	Low	Acceptance	Insure ISD 1 & 2 are cross trained and can carry each other's responsibilities.
4	SMEs and Consultants are unavailable	Low/ Medium	Low	Mitigate	Be prepared with backups.

Appendix A





Make revisions to IDD as needed

Start: Mon 6/24/13 ID: 27

Finish: Tue 6/25/13 Dur: 2 days

Res:

Design

Start: Mon 6/24/1 ID: 28

Finish: Thu 7/18/13 Dur: 19 days

Comp: 0%

Design

Storyboards

Start: Mon 7/8/13

Res:

Develop Content and scripts for product

Start: Mon 6/24/13 ID: 30

Finish: Thu 7/11/13 Dur: 14 days

Res:

Submit Storyboards to AIG for
review

Milestone Date: 7/16/13

ID: 31

Make revisions to Storyboard as needed

Start: Wed 7/17/13 ID: 32

Finish: Thu 7/18/13 Dur: 2 days

Res:

Development

Start: Thu 7/18/13 ID: 33

Finish: Tue 8/6/13 Dur: 14 days

Comp: 0%

Develop

courseware

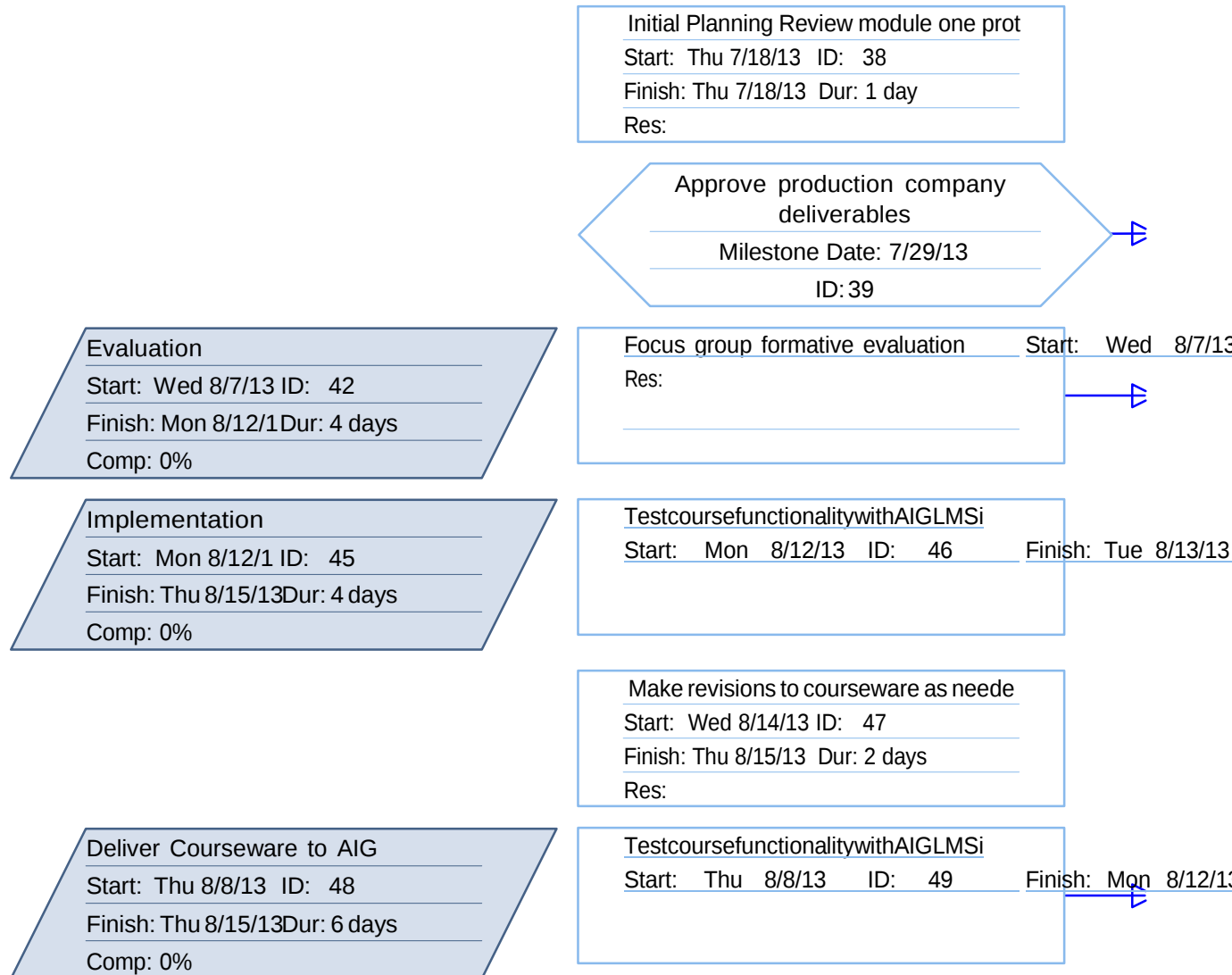
Start: Fri 7/19/13

Video & audio production

Start: Tue 7/23/13 ID: 35

Finish: Fri 7/26/13 Dur: 4 days

Comp: 0%



AIG Approval

Milestone Date: 8/16/13

ID: 51

Monitoring & Control

Start: Mon 8/19/13 ID: 52

Finish: Fri 9/20/13 Dur: 24 days

Comp: 0%

Overview of training module w/claims

Start: Mon 8/19/13 ID: 53

Finish: Fri 8/23/13 Dur: 5 days

Res:

Summative Evaluation

Start: Mon 9/2/13 ID: 54

Finish: Fri 9/20/13 Dur: 14 days

Comp: 0%

Summative Evaluation

Start: Mon 9/2/13 ID: 55

Finish: Fri 9/20/13 Dur: 14 days

Comp: 0%

Closeout

Start: Mon 9/23/13 ID: 59

Finish: Tue 10/1/13 Dur: 7 days

Comp: 0%

Record Lessons learned

Start: Mon 9/23/13 ID: 60

Finish: Fri 9/27/13 Dur: 5 days

Res:

Complete administrative closure with AI

Start: Mon 9/30/13 ID: 61

Finish: Tue 10/1/13 Dur: 2 days

Res:

Interview AIG claims agents

Start: Thu 6/6/13 ID: 18

Finish: Thu 6/6/13 Dur: 1 day

Res:

Interview newly licensed teen drivers

Start: Thu 6/6/13 ID: 20

Finish: Thu 6/6/13 Dur: 0.5 days

Res:

Interview Police SME

Start: Mon 6/10/13 ID: 22

Finish: Wed 6/12/13 Dur: 3 days

Res:

Interview AIG SME

Start: Mon 6/10/13 ID: 23

Finish: Mon 6/10/13 Dur: 1 day

Res:

Submit IDD to AIG for review

Milestone Date: 6/21/13

ID: 26

Filming

Start: Tue 7/23/13 ID: 36

Finish: Wed 7/24/13Dur: 2 days

Res:

Editing

Start: Thu 7/25/13 ID: 37

Finish: Fri 7/26/13 Dur: 2 days

Res:

Integrate video with courseware

Start: Tue 7/30/13 ID: 40

Finish: Thu 8/1/13 Dur: 3 days

Res:

Conduct WCAG 2.0, Level A testing

Start: Fri 8/2/13 ID: 41

Finish: Tue 8/6/13 Dur: 3 days

Res:

Make course revisions as needed

Start: Thu 8/8/13 ID: 44

Finish: Mon 8/12/13 Dur: 3 days

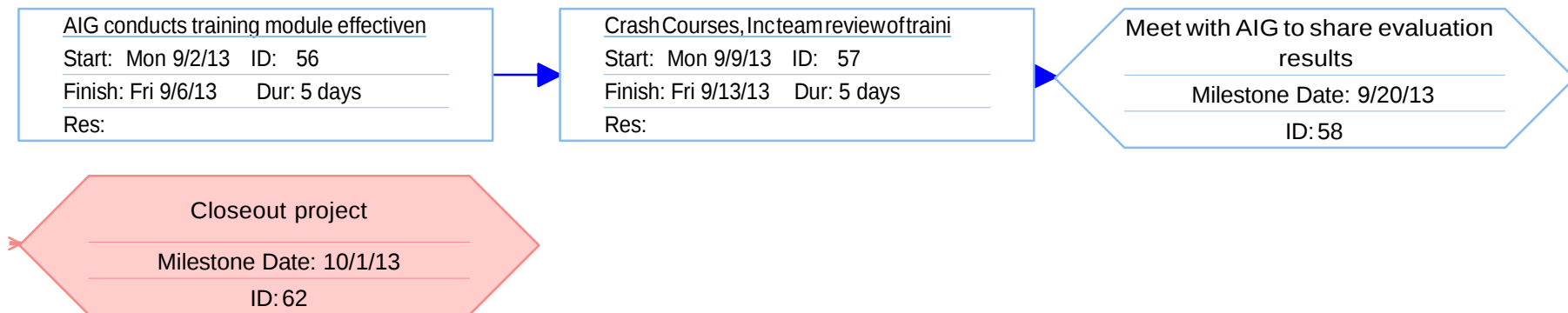
Res:

Make revisions to courseware as needed

Start: Tue 8/13/13 ID: 50

Finish: Thu 8/15/13 Dur: 3 days

Res:



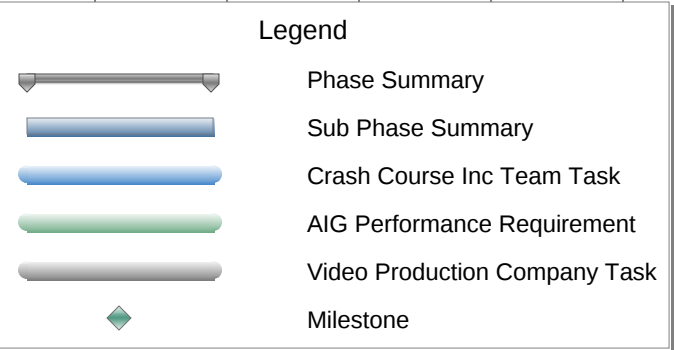
Project: AIG WBS_n_Schedule_F
Date: Sun 6/16/13

Critical		Summary		Critical External	
Noncritical		Critical Inserted		External	
Critical Milestone		Inserted		Project Summary	
Milestone		Critical Marked		Highlighted Critical	
Critical Summary		Marked		Highlighted Noncritical	

Appendix B

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	May 13		Jun 13			
						19	26	2	9	16	23
1	1	Initiating	5.50	5/20/13	5/27/13						
2	1.1	Project analysis	2.00	5/20/13	5/21/13						
3	1.2	Create preliminary scope statement	2.00	5/20/13	5/21/13						
4	1.3	Develop project charter	4.00	5/21/13	5/24/13						
5	1.4	Submit project charter for AIG review	0.00	5/24/13	5/24/13						
6	1.5	AIG signature on project charter	0.50	5/24/13	5/24/13						
7	1.6	Project Kick-off Meeting	0.50	5/27/13	5/27/13						
8	2	Planning	7.00	5/28/13	6/5/13						
9	2.1	Develop project plan	3.00	5/28/13	5/30/13						
10	2.1.1	Establish budget	3.00	5/28/13	5/30/13						
11	2.1.2	Identify Resources Required	1.00	5/28/13	5/28/13						
12	2.2	Internal team review of project plan	1.00	5/31/13	5/31/13						
13	2.3	Submit project plan to AIG for review	0.00	6/3/13	6/3/13						
14	2.4	Make revisions to project plan as needed	3.00	6/3/13	6/5/13						
15	3	Executing	51.00	6/6/13	8/16/13						
16	3.1	Analysis	5.00	6/6/13	6/12/13						
17	3.1.1	Needs Analysis	1.00	6/6/13	6/6/13						
18	3.1.1.1	Interview AIG claims agents	1.00	6/6/13	6/6/13						
19	3.1.2	Learner Analysis	0.50	6/6/13	6/6/13						
20	3.1.2.1	Interview newly licensed teen drivers	0.50	6/6/13	6/6/13						
21	3.1.3	Task Analysis	3.00	6/10/13	6/12/13						
22	3.1.3.1	Interview Police SME	3.00	6/10/13	6/12/13						
23	3.1.3.2	Interview AIG SME	1.00	6/10/13	6/10/13						
24	3.2	Write Instructional Design Document	5.00	6/12/13	6/18/13						
25	3.3	Internal review of Design Document	2.00	6/19/13	6/20/13						
26	3.4	Submit IDD to AIG for review	0.00	6/21/13	6/21/13						
27	3.5	Make revisions to IDD as needed	2.00	6/24/13	6/25/13						
						19	26	2	9	16	23

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	Jul 13					Aug 13	
						30	7	14	21	28	4	
1	1	Initiating	5.50	5/20/13	5/27/13							
2	1.1	Project analysis	2.00	5/20/13	5/21/13							
3	1.2	Create preliminary scope statement	2.00	5/20/13	5/21/13							
4	1.3	Develop project charter	4.00	5/21/13	5/24/13							
5	1.4	Submit project charter for AIG review	0.00	5/24/13	5/24/13							
6	1.5	AIG signature on project charter	0.50	5/24/13	5/24/13							
7	1.6	Project Kick-off Meeting	0.50	5/27/13	5/27/13							
8	2	Planning	7.00	5/28/13	6/5/13							
9	2.1	Develop project plan	3.00	5/28/13	5/30/13							
10	2.1.1	<i>Establish budget</i>	3.00	5/28/13	5/30/13							
11	2.1.2	<i>Identify Resources Required</i>	1.00	5/28/13	5/28/13							
12	2.2	Internal team review of project plan	1.00	5/31/13	5/31/13							
13	2.3	Submit project plan to AIG for review	0.00	6/3/13	6/3/13							
14	2.4	Make revisions to project plan as needed	3.00	6/3/13	6/5/13							
15	3	Executing	51.00	6/6/13	8/16/13							
16	3.1	Analysis	5.00	6/6/13	6/12/13							
17	3.1.1	<i>Needs Analysis</i>	1.00	6/6/13	6/6/13							
18	3.1.1.1	Interview AIG claims agents	1.00	6/6/13	6/6/13							
19	3.1.2	<i>Learner Analysis</i>	0.50	6/6/13	6/6/13							
20	3.1.2.1	Interview newly licensed teen drivers	0.50	6/6/13	6/6/13							
21	3.1.3	<i>Task Analysis</i>	3.00	6/10/13	6/12/13							
22	3.1.3.1	Interview Police SME	3.00	6/10/13	6/12/13							
23	3.1.3.2	Interview AIG SME	1.00	6/10/13	6/10/13							
24	3.2	Write Instructional Design Document	5.00	6/12/13	6/18/13							
25	3.3	Internal review of Design Document	2.00	6/19/13	6/20/13							
26	3.4	Submit IDD to AIG for review	0.00	6/21/13	6/21/13							
27	3.5	Make revisions to IDD as needed	2.00	6/24/13	6/25/13							
						30	7	14	21	28	4	



	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	Aug 13			Sept 13		
						11	18	25	1	8	15
1	1	Initiating	5.50	5/20/13	5/27/13						
2	1.1	Project analysis	2.00	5/20/13	5/21/13						
3	1.2	Create preliminary scope statement	2.00	5/20/13	5/21/13						
4	1.3	Develop project charter	4.00	5/21/13	5/24/13						
5	1.4	Submit project charter for AIG review	0.00	5/24/13	5/24/13						
6	1.5	AIG signature on project charter	0.50	5/24/13	5/24/13						
7	1.6	Project Kick-off Meeting	0.50	5/27/13	5/27/13						
8	2	Planning	7.00	5/28/13	6/5/13						
9	2.1	Develop project plan	3.00	5/28/13	5/30/13						
10	2.1.1	<i>Establish budget</i>	3.00	5/28/13	5/30/13						
11	2.1.2	<i>Identify Resources Required</i>	1.00	5/28/13	5/28/13						
12	2.2	Internal team review of project plan	1.00	5/31/13	5/31/13						
13	2.3	Submit project plan to AIG for review	0.00	6/3/13	6/3/13						
14	2.4	Make revisions to project plan as needed	3.00	6/3/13	6/5/13						
15	3	Executing	51.00	6/6/13	8/16/13						
16	3.1	Analysis	5.00	6/6/13	6/12/13						
17	3.1.1	<i>Needs Analysis</i>	1.00	6/6/13	6/6/13						
18	3.1.1.1	Interview AIG claims agents	1.00	6/6/13	6/6/13						
19	3.1.2	<i>Learner Analysis</i>	0.50	6/6/13	6/6/13						
20	3.1.2.1	Interview newly licensed teen drivers	0.50	6/6/13	6/6/13						
21	3.1.3	<i>Task Analysis</i>	3.00	6/10/13	6/12/13						
22	3.1.3.1	Interview Police SME	3.00	6/10/13	6/12/13						
23	3.1.3.2	Interview AIG SME	1.00	6/10/13	6/10/13						
24	3.2	Write Instructional Design Document	5.00	6/12/13	6/18/13						
25	3.3	Internal review of Design Document	2.00	6/19/13	6/20/13						
26	3.4	Submit IDD to AIG for review	0.00	6/21/13	6/21/13						
27	3.5	Make revisions to IDD as needed	2.00	6/24/13	6/25/13						
						11	18	25	1	8	15

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	Sept 13		Oct 13	
						22	29	6	13
1	1	Initiating	5.50	5/20/13	5/27/13				
2	1.1	Project analysis	2.00	5/20/13	5/21/13				
3	1.2	Create preliminary scope statement	2.00	5/20/13	5/21/13				
4	1.3	Develop project charter	4.00	5/21/13	5/24/13				
5	1.4	Submit project charter for AIG review	0.00	5/24/13	5/24/13				
6	1.5	AIG signature on project charter	0.50	5/24/13	5/24/13				
7	1.6	Project Kick-off Meeting	0.50	5/27/13	5/27/13				
8	2	Planning	7.00	5/28/13	6/5/13				
9	2.1	Develop project plan	3.00	5/28/13	5/30/13				
10	2.1.1	<i>Establish budget</i>	3.00	5/28/13	5/30/13				
11	2.1.2	<i>Identify Resources Required</i>	1.00	5/28/13	5/28/13				
12	2.2	Internal team review of project plan	1.00	5/31/13	5/31/13				
13	2.3	Submit project plan to AIG for review	0.00	6/3/13	6/3/13				
14	2.4	Make revisions to project plan as needed	3.00	6/3/13	6/5/13				
15	3	Executing	51.00	6/6/13	8/16/13				
16	3.1	Analysis	5.00	6/6/13	6/12/13				
17	3.1.1	<i>Needs Analysis</i>	1.00	6/6/13	6/6/13				
18	3.1.1.1	Interview AIG claims agents	1.00	6/6/13	6/6/13				
19	3.1.2	<i>Learner Analysis</i>	0.50	6/6/13	6/6/13				
20	3.1.2.1	Interview newly licensed teen drivers	0.50	6/6/13	6/6/13				
21	3.1.3	<i>Task Analysis</i>	3.00	6/10/13	6/12/13				
22	3.1.3.1	Interview Police SME	3.00	6/10/13	6/12/13				
23	3.1.3.2	Interview AIG SME	1.00	6/10/13	6/10/13				
24	3.2	Write Instructional Design Document	5.00	6/12/13	6/18/13				
25	3.3	Internal review of Design Document	2.00	6/19/13	6/20/13				
26	3.4	Submit IDD to AIG for review	0.00	6/21/13	6/21/13				
27	3.5	Make revisions to IDD as needed	2.00	6/24/13	6/25/13				
						22	29	6	13

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	May 13		Jun 13			
						19	26	2	9	16	23
28	3.6	Design	19.00	6/24/13	7/18/13						
29	3.6.1	Design Storyboards	6.00	7/8/13	7/15/13						
30	3.6.2	Develop Content and scripts for production company	14.00	6/24/13	7/11/13						
31	3.6.3	Submit Storyboards to AIG for review	0.00	7/16/13	7/16/13						
32	3.6.4	Make revisions to Storyboard as	2.00	7/17/13	7/18/13						
33	3.7	Development	14.00	7/18/13	8/6/13						
34	3.7.1	Develop courseware	6.00	7/19/13	7/26/13						
35	3.7.2	Video & audio production	4.00	7/23/13	7/26/13						
36	3.7.2.1	Filming	2.00	7/23/13	7/24/13						
37	3.7.2.2	Editing	2.00	7/25/13	7/26/13						
38	3.7.3	Initial Planning Review module one prototype	1.00	7/18/13	7/18/13						
39	3.7.4	Approve production company deliverables	0.00	7/29/13	7/29/13						
40	3.7.5	Integrate video with courseware	3.00	7/30/13	8/1/13						
41	3.7.6	Conduct WCAG 2.0, Level A testing	3.00	8/2/13	8/6/13						
42	3.8	Evaluation	4.00	8/7/13	8/12/13						
43	3.8.1	Focus group formative evaluation	1.00	8/7/13	8/7/13						
44	3.8.2	Make course revisions as needed	3.00	8/8/13	8/12/13						
45	3.9	Implementation	4.00	8/12/13	8/15/13						
46	3.9.1	Test course functionality with AIG LMS instructional technology technicians	2.00	8/12/13	8/13/13						
47	3.9.2	Make revisions to courseware as	2.00	8/14/13	8/15/13						
48	3.10	Deliver Courseware to AIG	6.00	8/8/13	8/15/13						
49	3.10.1	Test course functionality with AIG LMS instructional technology technicians	3.00	8/8/13	8/12/13						
50	3.10.2	Make revisions to courseware as	3.00	8/13/13	8/15/13						
						19	26	2	9	16	23

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	Jul 13					Aug 13	
						30	7	14	21	28	4	
28	3.6	Design	19.00	6/24/13	7/18/13							
29	3.6.1	Design Storyboards	6.00	7/8/13	7/15/13							
30	3.6.2	Develop Content and scripts for production company	14.00	6/24/13	7/11/13							
31	3.6.3	Submit Storyboards to AIG for review	0.00	7/16/13	7/16/13							
32	3.6.4	Make revisions to Storyboard as	2.00	7/17/13	7/18/13							
33	3.7	Development	14.00	7/18/13	8/6/13							
34	3.7.1	Develop courseware	6.00	7/19/13	7/26/13							
35	3.7.2	Video & audio production	4.00	7/23/13	7/26/13							
36	3.7.2.1	Filming	2.00	7/23/13	7/24/13							
37	3.7.2.2	Editing	2.00	7/25/13	7/26/13							
38	3.7.3	Initial Planning Review module one prototype	1.00	7/18/13	7/18/13							
39	3.7.4	Approve production company deliverables	0.00	7/29/13	7/29/13							
40	3.7.5	Integrate video with courseware	3.00	7/30/13	8/1/13							
41	3.7.6	Conduct WCAG 2.0, Level A testing	3.00	8/2/13	8/6/13							
42	3.8	Evaluation	4.00	8/7/13	8/12/13							
43	3.8.1	Focus group formative evaluation	1.00	8/7/13	8/7/13							
44	3.8.2	Make course revisions as needed	3.00	8/8/13	8/12/13							
45	3.9	Implementation	4.00	8/12/13	8/15/13							
46	3.9.1	Test course functionality with AIG LMS instructional technology technicians	2.00	8/12/13	8/13/13							
47	3.9.2	Make revisions to courseware as	2.00	8/14/13	8/15/13							
48	3.10	Deliver Courseware to AIG	6.00	8/8/13	8/15/13							
49	3.10.1	Test course functionality with AIG LMS insturctional technology technicians	3.00	8/8/13	8/12/13							
50	3.10.2	Make revisions to courseware as	3.00	8/13/13	8/15/13							
						30	7	14	21	28	4	

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	Aug 13			Sept 13		
						11	18	25	1	8	15
28	3.6	Design	19.00	6/24/13	7/18/13						
29	3.6.1	Design Storyboards	6.00	7/8/13	7/15/13						
30	3.6.2	Develop Content and scripts for production company	14.00	6/24/13	7/11/13						
31	3.6.3	Submit Storyboards to AIG for review	0.00	7/16/13	7/16/13						
32	3.6.4	Make revisions to Storyboard as	2.00	7/17/13	7/18/13						
33	3.7	Development	14.00	7/18/13	8/6/13						
34	3.7.1	Develop courseware	6.00	7/19/13	7/26/13						
35	3.7.2	Video & audio production	4.00	7/23/13	7/26/13						
36	3.7.2.1	Filming	2.00	7/23/13	7/24/13						
37	3.7.2.2	Editing	2.00	7/25/13	7/26/13						
38	3.7.3	Initial Planning Review module one prototype	1.00	7/18/13	7/18/13						
39	3.7.4	Approve production company deliverables	0.00	7/29/13	7/29/13						
40	3.7.5	Integrate video with courseware	3.00	7/30/13	8/1/13						
41	3.7.6	Conduct WCAG 2.0, Level A testing	3.00	8/2/13	8/6/13						
42	3.8	Evaluation	4.00	8/7/13	8/12/13						
43	3.8.1	Focus group formative evaluation	1.00	8/7/13	8/7/13						
44	3.8.2	Make course revisions as needed	3.00	8/8/13	8/12/13						
45	3.9	Implementation	4.00	8/12/13	8/15/13						
46	3.9.1	Test course functionality with AIG LMS instructional technology technicians	2.00	8/12/13	8/13/13						
47	3.9.2	Make revisions to courseware as	2.00	8/14/13	8/15/13						
48	3.10	Deliver Courseware to AIG	6.00	8/8/13	8/15/13						
49	3.10.1	Test course functionality with AIG LMS instructional technology technicians	3.00	8/8/13	8/12/13						
50	3.10.2	Make revisions to courseware as	3.00	8/13/13	8/15/13						
						11	18	25	1	8	15

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	Sept 13		Oct 13	
						22	29	6	13
28	3.6	Design	19.00	6/24/13	7/18/13				
29	3.6.1	<i>Design Storyboards</i>	6.00	7/8/13	7/15/13				
30	3.6.2	<i>Develop Content and scripts for production company</i>	14.00	6/24/13	7/11/13				
31	3.6.3	<i>Submit Storyboards to AIG for review</i>	0.00	7/16/13	7/16/13				
32	3.6.4	<i>Make revisions to Storyboard as</i>	2.00	7/17/13	7/18/13				
33	3.7	Development	14.00	7/18/13	8/6/13				
34	3.7.1	<i>Develop courseware</i>	6.00	7/19/13	7/26/13				
35	3.7.2	<i>Video & audio production</i>	4.00	7/23/13	7/26/13				
36	3.7.2.1	Filming	2.00	7/23/13	7/24/13				
37	3.7.2.2	Editing	2.00	7/25/13	7/26/13				
38	3.7.3	<i>Initial Planning Review module one prototype</i>	1.00	7/18/13	7/18/13				
39	3.7.4	<i>Approve production company deliverables</i>	0.00	7/29/13	7/29/13				
40	3.7.5	<i>Integrate video with courseware</i>	3.00	7/30/13	8/1/13				
41	3.7.6	<i>Conduct WCAG 2.0, Level A testing</i>	3.00	8/2/13	8/6/13				
42	3.8	Evaluation	4.00	8/7/13	8/12/13				
43	3.8.1	<i>Focus group formative evaluation</i>	1.00	8/7/13	8/7/13				
44	3.8.2	<i>Make course revisions as needed</i>	3.00	8/8/13	8/12/13				
45	3.9	Implementation	4.00	8/12/13	8/15/13				
46	3.9.1	<i>Test course functionality with AIG LMS instructional technology technicians</i>	2.00	8/12/13	8/13/13				
47	3.9.2	<i>Make revisions to courseware as</i>	2.00	8/14/13	8/15/13				
48	3.10	Deliver Courseware to AIG	6.00	8/8/13	8/15/13				
49	3.10.1	<i>Test course functionality with AIG LMS instructional technology technicians</i>	3.00	8/8/13	8/12/13				
50	3.10.2	<i>Make revisions to courseware as</i>	3.00	8/13/13	8/15/13				
						22	29	6	13

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	May 13		Jun 13			
						19	26	2	9	16	23
51	3.11	AIG Approval	0.00	8/16/13	8/16/13						
52	4	Monitoring & Control	24.00	8/19/13	9/20/13						
53	4.1	Overview of training module w/ claims agents	5.00	8/19/13	8/23/13						
54	4.2	Summative Evaluation	14.00 24.00	9/2/13 8/19/13	9/20/13 9/19/13						
55	4.2.1	<i>AIG conducts training module effectiveness audit of claims agents via</i>	5.00	9/2/13	9/6/13						
56	4.2.2	<i>Crash Courses, Inc team review of training module & courseware</i>	5.00	9/9/13	9/13/13						
57	4.2.3	<i>Meet with AIG to share evaluation</i>	0.00	9/20/13	9/20/13						
58	5	Closeout	7.00	9/23/13	10/1/13						
59	5.1	Record Lessons learned	5.00	9/23/13	9/27/13						
60	5.2	Complete administrative closure with AIG	2.00	9/30/13	10/1/13						
61	5.3	Closeout project	0.00	10/1/13	10/1/13						
						19	26	2	9	16	23

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	Jul 13					Aug 13	
						30	7	14	21	28	4	
51	3.11	AIG Approval	0.00	8/16/13	8/16/13							
52	4	Monitoring & Control	24.00	8/19/13	9/20/13							
53	4.1	Overview of training module w/ claims agents	5.00	8/19/13	8/23/13							
54	4.2	Summative Evaluation	14.00 24.00	9/2/13 8/19/13	9/20/13 9/19/13							
55	4.2.1	<i>AIG conducts training module effectiveness audit of claims agents via</i>	5.00	9/2/13	9/6/13							
56	4.2.2	<i>Crash Courses, Inc team review of training module & courseware</i>	5.00	9/9/13	9/13/13							
57	4.2.3	<i>Meet with AIG to share evaluation</i>	0.00	9/20/13	9/20/13							
58	5	Closeout	7.00	9/23/13	10/1/13							
59	5.1	Record Lessons learned	5.00	9/23/13	9/27/13							
60	5.2	Complete administrative closure with AIG	2.00	9/30/13	10/1/13							
61	5.3	Closeout project	0.00	10/1/13	10/1/13							
						30	7	14	21	28	4	

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	Aug 13			Sept 13		
						11	18	25	1	8	15
51	3.11	AIG Approval	0.00	8/16/13	8/16/13						
52	4	Monitoring & Control	24.00	8/19/13	9/20/13						
53	4.1	Overview of training module w/ claims agents	5.00	8/19/13	8/23/13						
54	4.2	Summative Evaluation	14.00 24.00	9/2/13 8/19/13	9/20/13 9/19/13						
55	4.2.1	<i>AIG conducts training module effectiveness audit of claims agents via</i>	5.00	9/2/13	9/6/13						
56	4.2.2	<i>Crash Courses, Inc team review of training module & courseware</i>	5.00	9/9/13	9/13/13						
57	4.2.3	<i>Meet with AIG to share evaluation</i>	0.00	9/20/13	9/20/13						
58	5	Closeout	7.00	9/23/13	10/1/13						
59	5.1	Record Lessons learned	5.00	9/23/13	9/27/13						
60	5.2	Complete administrative closure with AIG	2.00	9/30/13	10/1/13						
61	5.3	Closeout project	0.00	10/1/13	10/1/13						
						11	18	25	1	8	15

	WBS	Activity Name	Duration (Days)	Start Date	Finish Date	Sept 13		Oct 13	
						22	29	6	13
51	3.11	AIG Approval	0.00	8/16/13	8/16/13				
52	4	Monitoring & Control	24.00	8/19/13	9/20/13				
53	4.1	Overview of training module w/ claims agents	5.00	8/19/13	8/23/13				
54	4.2	Summative Evaluation	14.00 24.00	9/2/13 8/19/13	9/20/13 9/19/13				
55	4.2.1	<i>AIG conducts training module effectiveness audit of claims agents via</i>	5.00	9/2/13	9/6/13				
56	4.2.2	<i>Crash Courses, Inc team review of training module & courseware</i>	5.00	9/9/13	9/13/13				
57	4.2.3	<i>Meet with AIG to share evaluation</i>	0.00	9/20/13	9/20/13				
58	5	Closeout	7.00	9/23/13	10/1/13				
59	5.1	Record Lessons learned	5.00	9/23/13	9/27/13				
60	5.2	Complete administrative closure with AIG	2.00	9/30/13	10/1/13				
61	5.3	Closeout project	0.00	10/1/13	10/1/13				
						22	29	6	13