

# PROJECT SCOPE – Benefits eLearning and Reference Tool

## Scope of Project

This project consists of 2 related components:

- **45-60-minute eLearning course** to provide a user-friendly overview of benefits offerings and concepts.
  - The eLearning course will address high-level benefits concepts, and will provide links throughout to the more detailed information on the intranet.
  - The course will be accessible to all Crewmembers via the JBU Learning Portal (jetblueuniversity.com).
  - General content will mirror that shown in the previously-provided Training Plan Draft 03/05/07.
- **Reorganization of the existing benefits information on the intranet**, as needed, to make it easier for Crewmembers to find the information they need.
  - This information will remain on the intranet, where it can be updated easily by the Benefits Department.

Leadership-specific training will be addressed separately and will not be covered in this Scope Document.

## Goals

- To introduce benefits concepts in a way that is fun and accessible to Crewmembers.
- To help Crewmembers make informed choices about benefits.
- To gain leadership support and Crewmember buy-in by communicating the business rationale behind JetBlue's benefits offerings.

## Design & Strategy

- For new Crewmembers, and others who may be intimidated by benefits choices, the eLearning course will provide an overview to bring all Crewmembers up to a baseline level of knowledge.
- The eLearning course will cover the different types of benefits offered at JetBlue, benefits terminology, and business and philosophical considerations behind the decisions JetBlue makes about benefits offerings.
- Crewmembers will be guided through the course by an animated narrator or character, and humor will be used, as appropriate, to engage learners.
- Where appropriate, visuals (e.g., tables, graphs, flow charts) and specific examples will be used to illustrate concepts to Crewmembers with a variety of learning styles.
- Throughout the course, links to benefits information on the intranet will provide another layer of information—more detailed than what's in the course. This will enable learners to get more information on topics that are particularly relevant to them.
- Once Crewmembers are ready to make their benefits decisions, we will make it as easy as possible for them to access the specific information they need on the intranet, thus encouraging them to act as benefits consumers, researching the options and making the decisions that work best for them.

## Interface & Navigation (eLearning Course)

- The interface for the eLearning course will leverage functionality that exists in the current eLearning interface (Noggin Genome).
- Navigational features of the interface will include:
  - Next and previous buttons (However, learner will only be able to advance after answering any questions on the page.)
  - Module map
  - Help button
- Progress in the course will be bookmarked so learners can leave the course and return

where they left off, or to any page previously accessed.

- The screen shot on the following page illustrates the general look and feel of the interface.



### Course Delivery & Tracking (eLearning Course)

- The course will be accessible to all Crewmembers via the JBU Learning Portal (jetblueuniversity.com). It will not be delivered as a hard copy or via CD-ROM.
- For each user, tracking data will include:
  - Day and time of access
  - Completion status (did the user click through all the pages of the course)
- LT will work with the IT department to come up with solutions for
  - Spouse/domestic partner access to course
  - Automatic email reminders based on date of hire

### Post Release Maintenance & Support

- Following completion and release of the course, the Benefits Department will be responsible for notifying Crewmembers of course availability, requirements, and deadlines, and for answering any questions related to the content of the course. LT will provide instructions on how to access the course.
- Crewmembers should contact the IT Support Desk with any technical support needs related to the course.
- **Post Release** changes, updates, and corrections to the final course are out of the scope of this project, and will be considered new projects or change requests, depending on the scope of work required.

**Roles**

<b>Role</b>	<b>Responsibility</b>	<b>Name</b>
Instructional Designer & Project Manager	Draft Project Plan. Analyze existing content to determine “gaps.” Recommend instructional strategies. Provide specifications for graphics. Work with Subject Matter Experts to write any new content. Coordinate development effort and update the Project Plan. Communicate with team members regarding project status. Incorporate edits to Alpha and Beta versions.	XXXXXXXXXX
Programmer	Create user interface consistent with the JetBlue Intranet. Create navigational structure. Troubleshoot any technical bugs.	XXXXXXXXXX
Primary Subject Matter Expert (SME)	Provide insight into the content. Provide additional content, as required. Coordinate Alpha and Beta reviews by SMEs. Sign off on all deliverables.	XXXXXXXXXX
Additional Subject Matter Experts	Provide insight into the content. Participate in Alpha and Beta reviews.	XXXXXXXXXX
Reviewers	Participate in reviews of key deliverables.	XXXXXXXXXX
Developer, Graphics	Create custom artwork, following specifications set by Instructional Designer. Optimize existing artwork/photos.	XXXXXXXXXX
Learning Technologies Supervisor	Draft Scope Document. Review and provide feedback on all deliverables.	Laura Sehdeva
Project Sponsor	Provide leadership support.	XXXXXXXXXX

Approval Team	If management signatures are required from people who will not be involved in core development, they will be listed here	
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**Process & Schedule**

- The tool will be released to Crewmembers in **September**.
- A Project Plan will list intermediate tasks and deadlines.

**Risks**

- LT will begin early in the project to work with the IT Department to
  - ensure that linking from the course to the intranet will be a seamless process for the learner.
  - allow spouse/dependant access to the eLearning course.
  - set up automatic email reminders based on date of hire.
 However, there is a risk of technical issues with these items.
- It is important that Alpha and Beta reviews be thorough, and that all appropriate stakeholders are included. Additional feedback outside of Alpha and Beta review periods may require re-negotiation of deadlines and the release date.
- Changes to the Scope, as outlined here, may require re-negotiation of deadlines and the release date.