

# PROJECT SCOPE – T5 Communication/Training Materials

## Scope of Project

Learning Solutions will work with the College of Airports to develop three online communication/training pieces to be made available to all JetBlue Crewmembers via jetblueuniversity.com (JBU Portal) or direct links. Note that this will not be a traditional eLearning course or lesson. The final deliverables are limited to the three items described below under “Content & Design.”

## Goals

- To orient Crewmembers to the layout of the new terminal
- To generate excitement about the terminal
- To encourage Crewmembers to plan for the travel times to and from various parts of the terminal, and between the parking lot and terminal

## Audience

- Mandatory for JFK AO and GO Crewmembers
- Accessible, but optional, to all other Crewmembers

## Content & Design

The three final deliverables will be as follows:

1. **Interactive T5 Map.** This map will show the layout of the terminal, along with a list of features (T4 connections, arrivals, departures, kiosks, curbside check-in, TSA screening, tick counters, restrooms, SIDA and non-SIDA access areas, etc.). The user will be able to click on a feature to locate that feature and to see a still picture of the feature. In addition, an animated section will show the traffic flow of the bag room. We will use the existing T5 map, dated 5/27/2008, and will do a photo shoot after July 15<sup>th</sup>, when the terminal is finished.
2. **Video: “What’s Different About This Terminal?”** This short video (under 5 minutes) is meant to highlight “cool” aspects of the terminal and to show Crewmembers, in a general sense, what it looks like. Quick shots of the terminal will be set to music. Short statements from Crewleaders and Crewmembers may also be included, commenting on the history of the terminal, the significance of and excitement about the re-opening, etc.
3. **Animated Chart: “Point-to-Point Walk Times.”** This animated chart will illustrate the expected walk times to and from various parts of the terminal, and between the parking lot and terminal. The design includes a sentence structure with drop down selection for person type, location, description, and speed. Specifications and times have already provided by Airports. Some functionality options that are still to be determined include: total time walking time, feet, and calories burned for an average sized person.

## Interface & Navigation

The three deliverables will be custom-built, and will therefore not use any existing eLearning interface. They will conform to JetBlue branding guidelines in their appearance, and the video will use a standard JBU format for titles and any other graphics. See also “Course Delivery & Tracking” below.

## Course Delivery & Tracking

- Because the three pieces will be mandatory for AO and GO Crewmembers at JFK, they will be offered to these Crewmembers via the JBU Learning Portal (jetblueuniversity.com), where access can be tracked. However, we will not be able to determine the extent to which the learner interacted with the material—just that he or she accessed it.

- Since these pieces will be optional for the majority of Crewmembers, we could also offer direct links to them via the intranet, BlueNotes, or another location. This will bypass the need to sign on to the JBU Portal; however, it will also bypass any tracking capabilities. JFK AO and GO Crewmembers will need to go through the Portal in order to achieve completion status there.
- These pieces will not be delivered in hard copy or CD-ROM.

**Post Release Maintenance & Support**

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

**Process & Schedule**

- The three pieces will be released to Crewmembers **August, 22, 2008**.
- Project Plans will list intermediate tasks and deadlines.

**Risks & Assumptions**

- The release date is dependant on having access to the terminal in its final format beginning July 15<sup>th</sup> for photo and video shoots.
- Because this project impacts all Crewmembers, there is a large number of reviewers involved, who may have varying opinions. Nevertheless, it is important that all reviews be prompt and thorough, and that all appropriate stakeholders be included. Additional feedback outside of scheduled 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.
- Once approved, changes to the content—including the T5 map itself, the list of items to be highlighted on the map, and the video shot list—may result in significant delays to the project.

**Roles**

Role	Responsibility	Name
Project Manager, Interactive T5 Map	Work with Client to refine design and concept (creating outlines, storyboards, etc., as needed). Create and update the Project Plan. Coordinate development effort. Communicate with team members regarding project status.	XXXXXXXXXX
Project Manager and Producer, "What's Different About This Terminal?"	Work with Client to refine design and concept (creating outlines, storyboards, etc., as needed). Create and update the Project Plan. Shoot video. Produce Alpha, Beta, and final versions. Communicate with team members regarding project status.	XXXXXXXXXX

Project Manager, "Point-to-Point Walk Times"	Work with Client to refine design and concept. Create and update the Project Plan. Coordinate development effort. Communicate with team members regarding project status.	XXXXXXXXXX
Subject Matter Expert (SME), "What's Different About This Terminal?"	Work with Video Project Manager to create shot list and other planning documents. Schedule video shoot and coordinate with appropriate operational contacts. Review Alpha, Beta, and final versions of video.	XXXXXXXXXX
Primary Subject Matter Expert (SME)	Provide insight into the content (approve designs, answer questions, etc.). Serve as liaison to stakeholders outside of Learning Technologies and the College of Airports. Coordinate Alpha and Beta reviews, providing a final list of changes at the end of each review cycle. Sign off on all deliverables.	XXXXXXXXXX
Additional SMEs/Reviewers	Participate in reviews of all deliverables, providing feedback to the Primary SME.	XXXXXXXXXX
Developer, Graphics	Interactive T5 Map—Create visual interface using existing static map; complete photo shoot and add photos. "Point-to-Point Walk Times"—Graphics work to be determined.	XXXXXXXXXX
Programmer	Program interactions for Interactive Map and "Point-to-Point Walk Times," as needed. Troubleshoot any technical bugs.	XXXXXXXXXX
Manager, Learning Solutions	Draft Scope Document. Participate in reviews of all deliverables. Troubleshoot any roadblocks that cannot be resolved by individual Project Managers.	Laura Sehdeva
Approval Team	If management signatures are required from people who will not be involved in core development, they will be listed here.	XXXXXXXXXX