



## Elearning Specification Document

<b>Project Name:</b>	
<b>Client:</b>	
<b>Job code:</b>	
<b>Department:</b>	
<b>Project Manager:</b>	
<b>Date:</b>	

### Prepared By

Document Owner(s)	Project/Organisation Role

### Version Control

Version	Date	Author	Change Description

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### Project Information

Date	
Client	
Job Code	
Project Manager	
Client Contact Details	
Required output: Screens, breakouts, wireframes, icons	
Website – elearning – animation – print – app – mobile - LMS	

### Client Information

Are they a new or existing client?	
What do they do?	
Where are they based?	
Is the project for internal or external use?	
Who are the competitors?	

Does the client have an existing training course that we will base the course on?	
Does the client have an idea of budget? What is the budget?	
Does the client have a preferred technical	

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platform?	
Do we need to provide a mobile version?	
Does the client have an LMS/LXP?	
Why is the project being developed?	
What is the name of the project?	
What is the project deadline?	
Is the course part of a series of courses?	
Is the course part of a blended learning course?	
Has the client developed elearning courses before?	
Is this the first time we've worked with the client before?	
Why is the client using elearning?	
Approximate number of learners using the course?	
Does the course need to use SCORM or xAPI?	
Does the client have all the images and resources to support the development of the course?	
Is the client deadline realistic?	
What is the project manager name and do we have all of their contact details?	
Who is responsible for the project sign-off at the client location?	

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### Design Requirements

Technical – e.g. HTML, Storyline, Rise etc.	
Logo	
Colours	
Screen Resolution Monitor	
Screen Resolution Graphic Output	
Typeface	
Typesize	

### Design Purpose

Why are we doing the project?	
Do we need to create: Proposal/Screen Designs/Project asset	

### Communication questions

What is the most important communication message?	
What are you trying to achieve?	
How do you want the user to responded?	
What makes the client different or stand out?	

### Screen Assets

Video Window	
Next/Previous	



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Page x of y	
Module Title	
Page Title	
Client Logo	
Sound Icon	
Home	
Exit	
Links	
Refresh	
Resources	
Glossary	
Additional Items	
Menu Bar	

How will the completed module be used?

Internal Training	
External Training	
Induction	
Technical Training	
Tutorial	
Sales Presentation	
Demonstration	
Product Information	
Other:	

Client Guidelines

Do they have?

IT guidelines	
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Brand guidelines	
Elearning guidelines	
Writing Guidelines	

### Design checklist

Do we have all the supporting information: marketing, web site links, brochures etc	
Do we know the names of the client design team?	
Do we understand what the client needs?	
If there isn't a client design guideline do we know what they want from the design?	

### Sign Off and Budget

Do we know who the client sign off is?	
Do we know the client budget?	