Siahaan EDCI 569 | Coffee Processing Module Design

Project Information

Project Title:	Coffee Processing
Project Description:	As part of an initiative to increase coffee literacy among our staff, an asynchronous eLearning module will be created to provide baristas with a deeper understanding of our coffee offerings and the basic flavor characteristics imparted by processing methods. This module will focus on detailing traditional coffee processing (washed and natural), but will also briefly discuss experimental processing methods.
Gap Analysis:	Our coffee department is committed to selecting, grading and roasting specialty grade relationship coffees for our customers. Cafe coworkers have the opportunity to share our coffee stories with our customers, but need a deeper understanding of general coffee knowledge in order to do so effectively. During the past year, Covid-19 pandemic-related challenges have stalled our company's in-person 'Coffee Engagement' activities, leaving cafe coworkers without coffee-knowledge reinforcement opportunities.

DESIRED -	ACTUAL =	NEED
Cafe workers evaluate customer preferences and construct coffee recommendations based on their knowledge of the processing-based flavor characteristics of our coffee offerings.	Cafe workers who attended 'Seed to Cup' training during onboarding have forgotten coffee processing information over time and have difficulty making informed coffee recommendations to customers.	A short, asynchronous eLearning module designed for coworkers with 1+ year tenure will refresh their understanding of how coffee processing impacts flavor and foster a deep curiosity about coffee.

Roles and Responsibilities

Learning Designer:	Rebecca Siahaan
Critical Project Stakeholders:	**Dan** [redacted] - CEO Role: client, organize project implementation **Al** [redacted] - Director of Coffee Role: SME, provide sources, edit and verify module content, star in video clip(s) **Kyle** [redacted] - Training Manager Role: promote module, track learner participation, assist in module evaluation, star in video clip(s),

Subject Matter Experts (person or resource):	Al [redacted] - Director of Coffee **Resources:** Seed to Cup – slide deck used for coworker onboarding World Coffee Research website Barista Magazine - interview with processing expert, interview with innovative coffee producer Processing infographic Cafe Imports - general processing information, article on experimental processing Sweet Maria's processing library
Other Contributors:	Cafe Lead Baristas - Provide video clips, encourage use of module Cafe General Managers - Support and enforce implementation of module

Learner Analysis

Target Audience:	Cafe workers with 1+ year tenure
Unique Characteristics of Learners:	**General:** Most learners are between 18-26 years old, and are computer literate. Most learners own a smartphone. Many hold degrees or are actively pursuing higher education. **Entry skills/prior knowledge:** A majority of the target learners have attended a 'Seed to Cup' presentation, 'Espresso 101' class, and can describe the characteristics of some of the coffees on our menu year-round. **Attitudes:** Applicants to our company frequently express a strong interest in expanding their coffee knowledge.
Research / Theory / Model Selected in Response to Learners' Needs:	Connectivism - although the group of learners has expressed interest in deepening their knowledge of the topic at hand, they have not been provided many official opportunities to engage with the content. This course is meant to whet their appetite; while the module itself will focus on delivering specific content, the module will connect learners to various outside sources of information (both web-based and people within our company), and introduce opinions on the module's topic. These features will enrich their future growth in coffee knowledge.

Project Content

Project Goal:	When explaining our coffee menu to customers, cafe workers can **describe** coffee processing methods, **discuss** how coffee processing affects coffee flavor, and **construct** coffee recommendations based on a customer's stated preferences.
Learning Objectives:	Terminal Objective: When asked, cafe workers demonstrate an understanding of washed, natural, and experimental coffee processing methods by describing the steps of each method, discussing the flavor

	characteristics imparted by processing, and constructing coffee recommendations based on a simulated customer's stated preferences. 1. When asked, café coworkers can identify the procedural differences in the washed, natural, and an experimental processing method of their choice by naming at least one unique step in each method. a. When given a scrambled list of possible processing steps, café workers can identify and place the main steps of the washed process in the correct order without including incorrect steps. b. When given a scrambled list of possible processing steps, café workers can identify and place the main steps of the natural process in the correct order without including incorrect steps. c. When provided a list of processing steps in order, café workers can accurately identify the experimental processing method described by those steps. 2. When given a processing method, café workers can name at least 2 characteristics typically associated with that method. 3. When provided a coffee recommendation request from a simulated customer, café workers can recommend a coffee from our year-round menu and justify their recommendation based on common processing-related flavor characteristics.
Description of Engagement Strategies/ Interaction	**Learning Component: Coffee Processing Basics** (verbal information, objectives 1, 1.a, 1.b) Presentation Strategy: Learners will review a diagram of a coffee cherry and short slide deck of requirements for export, video clip of Al explaining his expectations for green coffee (sample and arrival). Interaction: Click on parts of coffee cherry for description of each layer **Learning Component: Natural Process** (verbal information, objectives 1, 1.a, 1.b, 2) Presentation Strategy: Slide deck of main steps Interaction: Click on hotspots on images to reveal history of method, coffee stories from our coffee menu, etc., simulation of a customer seeking natural process characteristics. **Learning Component: Washed Process** (verbal information, objectives 1, 1.a, 1.b, 2) Presentation Strategy: Slide deck of main steps Interaction: Click on hotspots on images to reveal history of method, coffee stories from our coffee menu, etc., simulation of a customer seeking washed process characteristics. **Learning Component: Experimental Processes** (verbal information, objectives 1, 1.c, 2) Presentation Strategy: Slide deck of main steps of chosen experimental process, outside resources for more information

	Interaction: Learners can choose which experimental method to learn more about, Click on hotspots on images to reveal history of method, coffee stories from our coffee menu, etc. **Learning Component: Flavor Characteristics** (intellectual skills, objectives 2, 3) Presentation Strategy: Explore our year-round coffee menu as related to processing, video clips of coworkers describing flavor characteristics Interaction: Click on our menu staples to learn processing method(s) involved and flavor characteristics
Assessment Plan:	Assessment will consist of short practice tests throughout the module and a longer simulation-based summative assessment at the end of the module. **Objective 1** - practice tests at the end of content presentation (example - after content presentation on washed process, 'Identify one word that relates to washed process, but not natural process: hulling, drying, wet fermentation) **Objective 1.a, b, c** - practice tests at end of content presentation **Objective 2 -** matching practice test (match characteristics with methods), summative assessment - customer interaction simulation **Objective 3** - Summative assessment - customer interaction simulation
Content Outline (brief):	1. Intro video clip - what's your favorite processing method? (various coworkers, Al, and Kyle) 2. Coffee processing basics a. Anatomy of a coffee cherry b. Requirements of exported green coffee c. Video clip of Al explaining arrival expectations 3. Natural Process a. Video clip - coworker in defense of naturals b. Slide deck of steps in process c. Simulation of customer seeking natural d. Practice test 4. Washed Process a. Video clip - coworker in defense of washed b. Slide deck of steps in process c. Simulation of customer seeking washed d. Practice test 5. Experimental processes a. Learner chooses a process to explore b. Slide deck of coffee story c. Practice test d. Outside sources for further info 6. Flavor Characteristics

	a. Video clip of coworkers describing flavor characteristics b. Coffee menu activity c. Practice test - matching d. Suggestions of coffee-tasting activities 7. Summative assessment - customer simulation

Course Deliverables

LMS Platform or Authoring Tool to be Used:	Articulate Rise 360
Description of Deliverables / Course Assets:	**Video clips -** Al describing green coffee standards, coworkers describing processing, coworkers describing flavor characteristics based on processing method **Slide decks -** steps of natural and washed, experimental methods, **Interactive diagrams -** Coffee cherry anatomy, coffee menu **Simulation -** intuitive interface and customer scenarios