Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	Cosmetic Consultation – Inclusion			
Screen #	1	Screen Type	Introduction	Screen Title	Cosmetic Consultation	Reviewer 1		
re f pu c Me is	Melanie is a C Consultant. Sheeiving negative rom the custor rom the custor romsulting with lanie sell suns right for her ceds. Melanie ne 5-star rating returns	ne's been ve reviews mers who creen after her. Help screen that customers' eeds to get with zero	TION	from the customer Help Melanie sell su needs Melanie the C Learners click begin	Onscreen Text tic Consultant. She's been receiving negative reviews who purchased sunscreen after consulting with her. Inscreen that is right for her customers' needs. Melanie is to get a 5-star rating with zero returns. Animation & Interactivity osmetic Consultant stands by looking downcast. after reading the introduction. Once they click begin, disappears, and the trigger slide appears.	Reviewer 2		
N/A	Audio (if any) or additional onscreen text							
Navigation/	The BEGIN	button loads the Trigger slide	Additional	Header One – Fredo	ka One 42 (All Caps), Body Text – Fredoka One 20,			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	2	Screen Type	Trigger	Screen Title Zida's Review		Reviewer 1
consulted with h Waste of time a skin! Melanie pro leather. PPC, do	ve Melanie less than a er last week to buy sund money! See the dam bably thinks black skin h't say you cater to wor y jack about our skin. I d	screen. age to my is made of men of color men of color	st	buy sunscreen. Was probably thinks blac of color if you Melanie has just re her steps so she mareset to last volume. Decision Learners click any of	Onscreen Text Melanie less than a star. I consulted with her last week to ste of time and money! See the damage to my skin! Melanie k skin is made of leather. PPC, don't say you cater to women don't know jack about our skin. I'm off to get a refund. ceived a 1-star rating her latest customer. Help her retrace akes the right choices and receives a 5-star rating. Time has exeek. Zida just walked into the store for the first time. Decision 1: How can I help you today? Decision 2: Can I help you? on 3: Hi, I'm Melanie. I'll be assisting you today. Paramer Prompt: What should Melanie say? Animation & Interactivity of the pink buttons to select a decision and move forward in this point on in the scenario, learners will see slides based on the decisions they make.	Reviewer 2
N/A		Aud	lio (if any) or addit	ional onscreen tex	t	
Navigation, Branching	Decision 2	loads Screen 3 loads Screen 4 loads Screen 5	Additional Notes	Body Text – Fredoka	One, 12.5	1

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	3	Screen Type	Decision Points	Screen Title Setting the Tone		Reviewer 1
	Hohel	Ask if she uses sunscreen already. Id like to ask a few questions to help me recommend. Tell her I'm sorry, let's start over.		Learners click any country a coach	Onscreen Text Melanie: How can I help you today?	Reviewer 2
N/A		Aud	io (if any) or addit	ional onscreen tex	t	- Reviewer 3
Navigation, Branching	Decision 2 Decision 3	loads Screen 6 loads Screen 7 loads Screen 8 oach loads screen 55	Additional Notes			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	4	Screen Type	Decision Points	Screen Title	Reviewer 1	
					Onscreen Text	1
What's she doing here? Did sh lose her way?		NG THE TON	l just came to buy sunscreen.		Melanie: Can I help you? ughts): What's she doing here? Did she lose her way? Talk to a Coach Zida: I just came to buy sunscreen. noughts): Why is her voice raised? I'm not deaf. Decision 1: Is it for a friend? Decision 2: What SPF do you need?	
An VAA		Talk to a Coach		Le	earner Prompt: What should Melanie say?	Reviewer 2
Why is her voice raised? I'm not deaf.		Is it for a friend? What should Melanie say? you need?		The pink arrow gives a coach Learners can click th	Animation & Interactivity If the pink buttons to select a decision and move forward in the scenario. If the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen to make a decision. In the bubbles show the characters inner thoughts.	
N/A		Aud	io (if any) or addit	 ional onscreen tex	t	Reviewer 3
14/74						
Navigation/ Branching	Decision 2	loads Screen 9 loads Screen 10 oach loads Screen 49	Additional Notes	Pink and white thou	ght bubbles show the characters inner thoughts	1

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	5	Screen Type	Decision Points	Screen Title	Reviewer 1	
	Hi, I'r	Ask Zida if she's prone to hyperpigmentation by delanie say?		Zida: H Decision Decision Learners click any of The pink arrow gives a coach	Onscreen Text nie: Hi, I'm Melanie. I'll be assisting you today. Talk to a Coach i, I'm Zida. Thank you. I'd like to buy sunscreen. 1: Ask Zida if she's prone to hyperpigmentation. 12: Tell her, "I have a few screening questions." Parmer Prompt: What should Melanie say? Animation & Interactivity If the pink buttons to select a decision and move forward in the scenario. If the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen to make a decision.	Reviewer 2
N/A		Aud	io (if any) or addit	ional onscreen tex	t	Reviewer 5
Navigation/ Branching	Decision 2	loads Screen 11 loads Screen 7 oach loads Screen 52	Additional Notes			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	6	Screen Type	Decision Points	Screen Title	Screen Title Screening Questions		
S	Do y	Offer Zida the same SPF What should Melanie do? Offer Zida a higher SPF	DNS INS	Learners click any of the pink arrow gives a coach	Onscreen Text Melanie: Do you wear any sunscreen? Talk to a Coach Zida: Yes, with SPF 30 Decision 1: Offer Zida the same SPF Decision 2: Offer Zida a higher SPF earner Prompt: What should Melanie do? Animation & Interactivity of the pink buttons to select a decision and move forward in the scenario. In the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen to make a decision.	Reviewer 2	
N/A		Aud	io (if any) or addit	ional onscreen tex	t	Neviewel 3	
Navigation		loads Screen 15	Additional				
Navigation, Branching	Decision 2	loads Screen 15 loads Screen 16 oach loads Screen 54	Additional Notes				

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	7	Screen Type	Decision Path	Screen Title	Screen Title Screening Questions		
This seems to be going well.	I'd like to question me recor what's by you if 1	s to help nmend	ONS CONS	Learners click any o The pink arrow gives a coach	Onscreen Text ask a few questions to help me recommend what's best for you if that's okay. Talk to a Coach Zida: Sure. Decision: Go to screening questionnaire. Animation & Interactivity of the pink buttons to select a decision and move forward in the scenario. In the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen to make a decision.	Reviewer 2	
N/A		Aud	io (if any) or addit	ional onscreen tex	t	Reviewer 3	
	_						
Navigation/ Branching		ads Screen 18 pach loads 57	Additional Notes				

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	8	Screen Type	Decision Points	Screen Title Setting the Tone		Reviewer 1
	I'm s	Ask Zida if she's prone to hyperpigmentation I'd like to ask a few questions to help me recommend.		Zida: H Decision Decision 2: I' Learners click any of The pink arrow gives a coach	Onscreen Text nie: I'm sorry, let's do this again. I'm Melanie. Talk to a Coach i, I'm Zida. Thank you. I'd like to buy sunscreen. 1: Ask Zida if she's prone to hyperpigmentation. d like to ask a few questions to help me recommend. earner Prompt: What should Melanie say? Animation & Interactivity of the pink buttons to select a decision and move forward in the scenario. In the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen to make a decision.	Reviewer 2
N/A		Aud	io (if any) or addit	ional onscreen tex	t	Reviewer 3
	Decision 1	loads Screen 11				
Navigation/ Branching	Decision 2	loads Screen 7 pach loads Screen 53	Additional Notes			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	9	Screen Type	Decision Points	Screen Title	Screen Title Dark Skin Myths		
Honestly, I have no words!	Is frier SPF	Offer Zida SPF 15 What should Melanie do?		Learners click any of the pink arrow gives a coach	Onscreen Text iie: Is it for a friend? What SPF does she wear? Talk to a Coach Zida: It's actually for me. Decision 1: Offer Zida SPF 15. Decision 2: Offer Zida SPF 110. earner Prompt: What should Melanie do? Animation & Interactivity If the pink buttons to select a decision and move forward in the scenario. If the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen to make a decision.	Reviewer 2	
N/A		Aud	lio (if any) or addit	ional onscreen tex	t		
Navigation/ Branching	Decision 2	loads Screen 12 loads Screen 13 oach loads Screen 48	Additional Notes				

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	10	Screen Type	Decision Point	Screen Title	Reviewer 1	
What's with all the numbers	SPF 15 or 70 or c	Which do rou need? 30 or 50 or 100 or 110? Offer Zida SPF 15 What should Melanie do?		Learners click any of the pink arrow gives a coach	Onscreen Text o you need? SPF 15 or 30 or 50 or 70 or 80 or 100 or 110?	Reviewer 2
N/A		Aud	io (if any) or addit	ional onscreen tex	t	Neviewer 3
Navigation/ Branching	Decision 2	loads Screen 12 loads Screen 13 oach loads Screen 51	Additional Notes			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	11	Screen Type	Decision Points	Screen Title	Screen Title Screening Questions		
What's she talking about?	pigmo	Offer to define it.	ONS The state of	Learners click any of the pink arrow gives a coach	Onscreen Text Idanie: Are you prone to hyperpigmentation	Reviewer 2	
N/A		Aud	io (if any) or addit	ional onscreen tex	t	New ewer o	
Navigation, Branching	Decision 2	loads Screen 36 loads Screen 37 oach loads Screen 50	Additional Notes				

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	12	Screen Type	End of a bad path	Screen Title	Dark Skin Myths	Reviewer 1
She has Melanin so, she can't get sun burn. I think she's in a hurry to get rid of me	5		S	Learners click any of the pink arrow gives a coach	Onscreen Text Melanie: Here's SPF 15. Have a good day. Talk to a Coach Zida: Oh! Ok, thanks. houghts: I think she's in a hurry to get rid of me. Decision: See the Results. Animation & Interactivity of the pink buttons to select a decision and move forward in the scenario. In the scenario the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen to make a decision.	Reviewer 2
N/A		Au	dio (if any) or addit	ional onscreen tex	t	
Navigation/ Branching		sults loads Screen 40 oach loads Screen 46	Additional Notes			

Project Title	Cosmetic Co	nsultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	13	Screen Type	Decision points	Screen Title	Recommending SPF	Reviewer 1
Well, if she wants it, she'll get it. From ' is it for a friend,' there's the high		Here's the highest SPF 110. Have a good day, spF 10 Refer Zida to another consultant. What should Melanie a next?		Zida Melan Zida's thou Learners click any of The pink arrow gives a coach Learners can click the	Onscreen Text e: Here's the highest. SPF 110. Have a good day.	n
Navigation/		n 1 loads Screen 34 n 2 loads Screen 35	Additional			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	14 Screen Type End of Path Screen Title Results		Results	Reviewer 1		
					Onscreen Text	1
she offered to reconsultant. I consultant. I consunscreen. I've ne Oh, and she playe me.' Y'all know wafter that though business elsewhe Here are some reyou try again. • Example 1: He • Example 2: R • Myths about	on I'm giving Melanie 2 fer me to another cosm ulted with her last wee river come across a rude at the, "I see you are up here that was going. I d h. I guess it's time to tak re. PPC doesn't deserve	to refer her to another cons is to buy ir person. set card on id get upset e my it. to refer her to another cons either way. The customer mi better experience or decide could be a lost opportunity to publicity for PPC. In the futu to answer your customer's q professionally and pleasanti	ill-around bad eract with a customer tion and you decided ultant. This could go ght end up having a to leave. The results to sell and bad re always be prepared uestions y.	corresponding pa When learners exit	Animation & Interactivity click any of the pink buttons, they are directed to the ages. When they are done, learners exit and return to the results page to restart the scenario. The aresources or example, they are immediately returned to the results page unless they click restart.	Reviewer 2
N/A		Aud	io (if any) or addit	 ional onscreen tex	ŧ	- Reviewer 3
Navigation/ Branching	Example 2 Myths load SPF loads S	loads Screens 58-59 loads Screen 60-61 ds Screen 64 Gcreen 65 and Restart loads on Screen 2	Additional Notes	Where onscreen tex	et is to much for a box, legible slides will be attached for the benefit of the developer.	

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultati	on – Inclusion	Reviewer Notes
Screen #	15 Screen Type		See the Results	Screen Title	Recommending Sunscreen	Reviewer 1
REC I thought this was supposed to a consultation	You ama sugg cont	Oh, great! ir skin looks zing, I gest you tinue with 30. See the Results	CREEN		Onscreen Text Your skin looks amazing. I suggest you continue with SPF 30. Talk to a Coach Zida: If you say so. Decision: See the results. Animation & Interactivity rners click the pink button to see the results.	Reviewer 2
N/A		Αι	ıdio (if any) or addi	tional onscreen tex	t	Reviewer 3
Navigation/ Branching	See the Re	esults loads Screen 38	Additional Notes			

						111111111111111111111111111111111111111
Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	16	Screen Type	See the Results	Screen Title	Talk to a Coach	Reviewer 1
What's the rationale?	try o	See the Results			Onscreen Text It could try a higher SPF this time. How about SPF 50? Zida: If you say so. Zida's thoughts: What's the rationale? Decision: See the Results. Animation & Interactivity Inters click fthe pink button) to see the results.	Reviewer 2 Reviewer 3
Navigation/ Branching	See the res	sult loads Screen 17	Additional Notes			

						·
Project Title	Cosmetic Consul	ltation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	17	Screen Type	End of Path	Screen Title	Results	Reviewer 1
Melanie a consithen bam, you reductor's officer something strong can see from mist their refund purchased by the consistency of	can really call what I had walt. All she did was ask me veed an increase. As if I was with an incurable disease with an incurable disease in skin. The only good thing olicy so I'm about to cash in recommendations before Recommend the right SPF. Making the Sale	what I use is at the national reprovided in or attoract for your information to help you advocate as you about PPC in on it. EXAMPLE 2 EXAMPLE 3 MYTHS SPF	the way for a thout a good one. Ited out of one. You ecommendation. Ite give you enough the for your advised to try	The second box on too the box at the botto on before restarting path, so the learner After learners corresponding path.	Onscreen Text left contains the review the customer leaves for Melanie at the end of the path. me right contains the end of path feedback. In contains recommendations the learner is advice to reflect the scenario. The recommendations are tailored for each receives recommendations based on their decisions. Animation & Interactivity click any of the pink buttons, they are directed to the ges. When they are done, learners exit and return to the results page to restart the scenario. a resources or example, they are immediately returned to the results page unless they click restart.	Reviewer 2
N/A	Example 2 lo	oads Screens 60-61	lo (ij uny) or additi	ional onscreen tex		
Navigation, Branching	Myths loads	creen 65 and Restart loads	Additional Notes	Where onscreen te	et is to much for a box, legible slides will be attached for the benefit of the developer.	

Project Title	Cosmetic Consi	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	18 Screen Type		Begin Screening	Screen Title	Cosmetic Consultation	Reviewer 1
q	There are impuestions you shoustomer before commend any something the next pag	nould ask a ore you sunscreen. Je, you will on from a	TION	recommend any subank of questions.	Onscreen Text ortant questions you should ask a customer before you nscreen. On the next page, you will make a selection from a After you finish, you can click the submit button to compare the questions with the coach's answers Decision: Begin Animation & Interactivity Decision button to select screening questions for the customer	Reviewer 2
yo	bank of question ou finish, you co obmit button an our questions to answer	an click the nd compare o a coach's		Learners click the k	regin button to select screening questions for the customer	Poviouer 2
N/A		Aud	dio (if any) or addi	tional onscreen tex	t	Reviewer 3
Navigation, Branching	Decision lo	pads Screen 19	Additional Notes			

Project Title	Cosmetic Cons	sultation	Module Title	Cosmetic Consultati	on – Inclusion	Reviewer Notes
Screen #	19	Screen Type	Quiz	Screen Title	Sunscreen Questionnaire	Reviewer 1
		ontain o cion? , how dunlight ?? s? ou des of ink n any es? king? g a volves creen?		On the ave	Onscreen Text Do you smoke Use any skin products that contain any acids? Are you prone to hyperpigmentation? rage, how many hours of sunlight do you get daily? Do you do drugs? How often do you bath? We many ounces of water do you drink daily? Gage in any outdoor activities? E.g., a sport? Hiking? Use planning a vacation that includes sunbathing? Use you use sunscreen? If yes, how many SPF? Decision: Submit Animation & Interactivity Top the relevant text into the six boxes after which they click compare their selection with a coach's selection So click the pink button to submit their responses.	Reviewer 2
N/A		Aud	io (if any) or addit	ional onscreen tex	t	Reviewer 3
Navigation, Branching	I	oads Screen 20 d attempts loads Screen 66	Additional Notes	make wrong	the right selection see the coach's responses. Learners who g selections get a try again message up to two times. ed attempt, learners are referred to the resources page to read Ex.3 Making the Sale.	

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	20	Screen Type	Compare Questionnaire	Screen Title	Sunscreen Questionnaire	Reviewer 1
Do you do How often How many	Do you do drugs? Any decias? All these should he great sun		Great job! All these questions should help you make a great sun exposure plan for your customer.	On the ave Do you eng Are you Do April Summers: Grea	Onscreen Text Do you use any skin products that contain any acids? Are you prone to hyperpigmentation? On the average, how many hours of sunlight do you get daily? Do you engage in any outdoor activities? E.g., a sport? Hiking? Are you planning a vacation that includes sunbathing? Do you use sunscreen? If yes, how many SPF? Il Summers: Great job. All these questions should help you make a great sun exposure plan for your customer. Decision: Next Animation & Interactivity Learners click the pink button to see the coach's feedback on irrelevant screening questions.	
N/A		If yes, how many SPF?	dio (if any) or addit	ional onscreen tex	t	Reviewer 3
Navigation/ Branching	, Decision I	oads Screen 21	Additional Notes			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	21	Screen Type	Compare Questionnaire	Screen Title	Sunscreen Questionnaire	Reviewer 1
					Onscreen Text	1
Do you sme Do you do How often How many	oke? drugs? do you bath?	Are you prone to hyperpigmentation? On the average, how many hours of sunlight do you get daily? Do you engage in any outdoor activities? E.g. a sport or hiking? Are you planning a vacation that involves sunbathing? Do you use sunscreen? If yes, how many SPF?	None of these four questions matter to this consult. Asking these questions could demonstrate some bias.	Kai D'Souza: None question De Learners click the The pink arrow gives a coach	Do you smoke Do you do drugs? How often do you bath? In many ounces of water do you drink daily? In these four questions matter for this consult. Asking these is could demonstrate some bias for the customer. In the customer's responses. Animation & Interactivity In pink button to select a decision and move forward in the scenario. In the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen to make a decision.	Reviewer 2
		Aud	io (if any) or addit	 ional onscreen tex	t	Reviewer 3
N/A	_		Ι			
Navigation/ Branching	Revies the Screen 22	Customer's Responses loads	Additional Notes			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	22	Screen Type	Customer's responses	Screen Title	Customer's Name: Zida Mayers	Reviewer 1
	Do you u SPF? Y Are you darker si Do you u contain c On the ar sunlight Do you e E.g. a spc as a Mou Are you sunbathi I'm going	to the beach tomorrow. Consultant: Melanie Black	NEXT	Are you prone to Do you use any On the average, Do you engage in a Are you planning a Learners click any o	See sunscreen? If yes, how many SPF? Yes, 30 SPF or hyperpigmentation i.e. darker skin discolorations? Yes skin products that contain any acids? Yes, Glycolic Acid how many hours of sunlight do you get daily? 4-5 hours ny outdoor activities? E.g., a sport? Hiking? Yes, I just got a job as a Mountaineering guide. vacation that includes sunbathing? I'm going to the beach tomorrow. Decision: Next Animation & Interactivity of the pink button to summarize the customer's answers to the client.	Reviewer 2 Reviewer 3
N/A Navigation/	Decision II	pads Screen 23	dio (if any) or addit Additional	ional onscreen tex		

Project Title	Cosmetic Consi	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	23	Screen Type	Instructions	Screen Title	Customer's Summary	Reviewer 1
			•		Onscreen Text	1
C	USTON	MER'S SUMMA	ARY	On the next page,	you will summarize your customer's answers and present them to her. Decision: Begin	
su	n the next page mmarize your on nswers and pre to her.	customer's sent them			Animation & Interactivity y the pink buttons to select a summary of the customer's answers from three separate responses.	Reviewer 2
N/A		BEGIN Aud	dio (if any) or addi	tional onscreen tex	t	Reviewer 3
Navigation, Branching		oads Screen 24	Additional Notes			

Project Title	Cosmetic Cor	nsultation		Module Title	Cosmetic Consultat	on – Inclusion	Reviewer Note
Screen #	24	Screen Type		Quiz	Screen Title	Customer's Summary	Reviewer 1
Ok, Zida been usi You use acid a your be rout avere spend 4 in the s and you job as a guide ar		DER'S SUNTS BEST SUNTS BEST SUNTS BEST SUNTS BEST SUNTS BEST SEED OF SUNTS BEST SUNTS B	Ok, 2 been You Ac your r and job o guid visit		A: Ok, Zida, so you beauty care routin just got a job as a B: Ok, Zida so you' your beauty care ro spend less that C: Ok Zair, so you beauty care routin just got a job as a Learners click th answer. Learners	Onscreen Text e answers best summarizes your customer's responses. If yo been using SPF 30. You use Glycolic acid as part of your e. On average, you spend 4-5 hours in the sun daily and you mountain guide, and you are visiting the beach tomorrow? If you are using SPF 35. You use Alpha hydroxyl acid as part of outine, You are visiting the beach tomorrow On average, you in 6 hours in the sun daily and you enjoy mountaineering. If you been using SPF 30. You use Glycolic acid as part of your e. On average, you spend 4-5 hours in the sun daily and you mountain guide, and you are visiting the beach tomorrow? Decision: Submit Decision: Return Animation & Interactivity e pink button – submit to select a decision to submit their can click the pink button - return to crosscheck the options mer's responses to the questionnaire before submitting.	Reviewer 2
N/A			Aud	io (if any) or addi	tional onscreen te	rt	Reviewer 3
Navigation/ Branching	Decision	A loads screen 25 B loads Screen 26 C loads Screen 27		Additional Notes	Return reloads scre Submit loads the fe	en 22 edback to the learner's choice.	1

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes		
Screen #	25	Screen Type	Feedback/ Decision Points	Screen Title	Screen Title Customer's Summary			
					Onscreen Text]		
C	USTON	MER'S SUMMA	NRY		Melanie: Am I right? Zida: That's right! Zida's thoughts: Smart!			
		Am I That's right!			Decision 1: Recommend SPF 100. Decision 2: Recommend a course of action			
5.9 V34					Animation & Interactivity of the pink buttons to select a decision and move forward in the scenario.	Reviewer 2		
Smart!		Recommend SPF 100. What should Melanie do next?						
N/A		Aud	lio (if any) or addit	ional onscreen tex	t	Reviewer 3		
•								
Navigation, Branching		loads Screen 28 loads Screen 29	Additional Notes			1		

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	26	Screen Type	Feedback/ Try again	Reviewer 1		
Is she talking about someor else?		Am I right? No, I use SPF 30. And I don't use Alpha hydroxyl. Try again.		Zida'	Onscreen Text Melanie: Am I right? o, I use SPF 30. And I don't use Alpha hydroxyl. s thought: Is she talking about someone else? Decision: Try again. Animation & Interactivity earners click the pink button to try again.	Reviewer 2 Reviewer 3
Navigation/ Branching	, Try again lo	oads Screen 24	Additional Notes	Learners get to try a	gain until they get the answer right.	

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultat	on – Inclusion	Reviewer Notes		
Screen #	27	Screen Type	Feedback/ Try again	Screen Title	Screen Title Customer's Summary			
Do Zair and Zida sound ali		Am I right? Partially. My name is not Zair. Try again.		tional onscreen tex	Onscreen Text Melanie: Am I right? Zida: Partially, My name is not Zair. Decision: Try again Animation & Interactivity Learners click the pink button to try again.	Reviewer 2 Reviewer 3		
Navigation/ Branching	Try again l	oads Screen 24	Additional Notes	Learners get to try a	gain until they get the answer right.			

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultati	on – Inclusion	Reviewer Notes
Screen #	Screen # 28 Screen Type See the Result/ End of path			Screen Title	Recommending SPF	Reviewer 1
Let's see how goes.	Based or answers recome SPI	Thank you or providing II this detail: n your I highly mend F 100.	PF The state of th		Onscreen Text u for providing all this detail. Based on you answers, I highly recommend SPF 100. Zida: Ok. Zida: Ok. Zida's thoughts: Let's see how it goes. Decision: See the Results Animation & Interactivity any of the pink button to see the results of their decision	Reviewer 2
N/A		Au	dio (if any) or addi	tional onscreen tex	t	
Navigation/ Branching	See the Re	esults loads Screen 39	Additional Notes			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	29	Screen Type	Decision Path	Screen Title	Course of Action	Reviewer 1
This sounds like a consultation	l am going recomme safety for	SE OF ACTIC Thank you for these details! g to ond a sun plan just you. Make the Plan		Zid	Onscreen Text for these details. I am going to recommend a sun safety plan just for you. Zida: Wow! a's thoughts: This sounds like a consultation Decision: Make the plan Animation & Interactivity of the pink button to recommend a plan to the customer.	Reviewer 2
N/A		Αι	ıdio (if any) or addi	tional onscreen tex	t	
Navigation/ Branching	Make the F	Plan loads Screen 30	Additional Notes			

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	30	Screen Type	Instructions	Screen Title	Course of Action	Reviewer 1	
	COUR	SE OF ACTIO	٧	from the sunscre	Onscreen Text commend a plan to help your customer get the most benefit een you recommend. When you are done, click submit to mpare you answers with a coach's answers. Decision: Begin		
yo be yo	You are aborecommend a plot our customer ge enefit from the our ecommend. The are done, click supare your and a coach!	an to help et the most sunscreen When you submit to swers with		Learners cli	Animation & Interactivity ck any the pink button to make the customer's plan.	Reviewer 2	
N/A		Aud	io (if any) or addit	 ional onscreen tex	t	Reviewer 3	
Navigation, Branching	I Decision id	oads Screen 31	Additional Notes				

Project Title	Cosmetic Consi	ultation	Module Title	Cosmetic Consultati	on – Inclusion	Reviewer Notes
Screen #	31	Screen Type	Recommendation	Screen Title	Zida's Sun Safety Goals	Reviewer 1
SF SP SP		N SAFETY GC correct answers into the spaces pro Zida, due to the sun exposure you will I'm recommending SPF That's our broad-spectrum sweat-pro which offers% protection UVA rays.	vided. l get on your job, 	Drag and	Onscreen Text drop the correct answers into the spaces provided. The Decision: Submit	
a wid a sma UV blo Transp Skii	15 mins 100 mins 75 mins 2 2.5 3 Liberal Small 2-brimmed hat Il-brimmed hat Iking sunglasses arent sunglasses arent sunglasses arent dothing ered clothing	A higher SPF doesn't offer you proted apply it as prescribed. You spend 4 - 5 every day. Sunscreen should be applied before you to out and reapplied every Altogether, you MUST apply sunscreed times daily. Acids make your skin more vulnerable applyamounts of sunscreen to body part. Sun and water at the beach can refleen ensure you protect yourself with:	s hours in the sun edmins y 2hrs. en at least e to sun rays so o every exposed ct sun rays so	Animation & Interactivity Learners drag and drop responses from the boxes on the left to the box on the right to create the customer's plan after which they click submit. The design requires that learners answer these questions in order beginning with the first question and ending with the last. At first, only the first box on the left will be active until the learner fills out the responses. After the learner enters their responses, the second box becomes active, and it follows this pattern to the end. Learners can not drag a question from the first box to answer questions not meant for the first two questions. If they do, they will receive a message, 'do not use for this problem.'		Reviewer 2
N/A		Aud	io (if any) or addi	tional onscreen tex	t	- Reviewer 3
Navigation Branching	' I Submit Ioa	ds Screen 32	Additional Notes	again message. Two 14 with a recommer	lead the learner to slide 32. The wrong responses load a try failed attempts lead learners to the resources page on page dation to study the example 3 – Making the sale and the - What's in the Numbers.	

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	32	Screen Type Recommendation Feedback Screen Title Zida's Sun Safety Goals				
Zida, due to l'm recomme That's our bi which offers A higher SPF apply it as pi every day. S before you g Altogether, daily. Acids make y apply liberal body part. Sun and wat ensure you p	the sun exposure younding SPF100 road-spectrum sweat 99% protection from doesn't offer you pr escribed. You spend unscreen should be a rout and reapplied o you MUST apply suns rour skin more vulner amounts of sunscree er at the beach can r rotect yourself with med hat sunglasses	a UVB and UVA rays. rotection unless you 4 - 5 hours in the sun applied 30 mins every 2hrs. screen at least thrice rable to sun rays so en to every exposed eflect sun rays so	Good job! Zida will benefit from this plan. Go ahead and share it with Zida. il Summers ad of Sales		Onscreen Text od job! Zida will benefit from this plan. Go ahead and share it with her. Decision: Next Animation & Interactivity ok the pink button share the plan with the customer.	Reviewer 2
			Audio (if any) or addit	ional onscreen tex	t	Reviewer 3
N/A Navigation/ Branching	Next load	s Screen 33	Additional Notes			

Project Title	Cosmetic Consi	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	33	Screen Type	See the Results	Reviewer 1		
		•	-		Onscreen Text	
	TI	NG THE SALI			zida: No! It sounds amazing! choughts: I think this is what a consultant does! Decision: See the results	
Think this is what a consultant does!	ha qu	See the Results		Lea	Animation & Interactivity The results the pink button to see the results	Reviewer 2
Audio (if any) or additional onscreen text						
Navigation/ Branching		sults loads Screen 41	Additional Notes			

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	34	Screen Type	See the Results	Screen Title	Screen Title Setting the Tone		
Imagine the nerve! Questic my competer wy competer [wait] Upset???? I just asked a question.	oning Yo	I can see to are upset trefer you to comeone else. See the results		Melanie's thou Learne The pink arrow give: a coach	Onscreen Text It can see you are upset. I'll refer you to someone else. Inghts: Imagine the nerve! Questioning my competence. Zida: Please do just that! Decision: See the results. Animation & Interactivity It is click any of the pink button to see the results. It is the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen see the results.	Reviewer 2	
N/A		Αι	idio (if any) or addi	tional onscreen tex	t		
Navigation/ Branching		sults loads Screen 40 oach loads Screen 47	Additional Notes				

Project Title	Cosmetic Consu	ıltation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes		
Screen #	35	Screen Type	See the Results	Screen Title	Screen Title Recommending SPF			
She didn't bother to explain		Do you rant it or ot? See the results.	PF	Learn The pink arrow give: a coach	Onscreen Text Melanie: Do you want it or not? Talk to a Coach Zida: I guess. la's thoughts: She didn't bother to explain. Decision: See the results. Animation & Interactivity ers click any the pink button to see the results the learner an opportunity to talk to receive guidance from regarding their performance with the customer. is button and read the text on the pop up then exit to return to the main screen to see the results.	Reviewer 2		
N/A		Au	dio (if any) or addit	ional onscreen tex	t			
Navigation/ Branching		sults loads Screen 40 bach loads Screen 45	Additional Notes					

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	36	Screen Type	See the Results	Screen Title	Dark Skin Myths	Reviewer 1	
I thought this was supposed to a consultation	think You'll SPF 31 have	I don't you are. do well with 0 since you dark skim. See the Results		Zida's thougl	Onscreen Text link you are. You'll do well with SPF 30 since you have dark skin. Zida: If you say so. Its: I thought this was supposed to be a consultation. Decision: See the results Animation & Interactivity Interest click the pink button to see the results.	Reviewer 2	
N/A		Auc	lio (if any) or addit	tional onscreen tex	i e	Reviewer 3	
Navigation/ Branching	See the res	sults loads Screen 38	Additional Notes				

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	37	Screen Type	Decision Points	Screen Title	Recommending Sunscreen	Reviewer 1
REC This sounds bad.	Hypery is darke	I think your skin requires SPF 50 My bad, I should have offered you a questionnaire. NDING SUNSC	CREEN	Decision 2: Lear Learners click any of the pink arrow gives a coach	Onscreen Text rpigmentation is darkened patches or spots on the skin. Talk to a Coach Zida: Oh, yes. Zida's thoughts: This sounds bad. ecision 1: I think your skin requires SPF 50 My bad, I should have offered you a questionnaire. Inter Prompt: What should Melanie say next? Animation & Interactivity of the pink buttons to select a decision and move forward in the scenario. In the scenario the learner an opportunity to talk to receive guidance from regarding their performance with the customer. It is button and read the text on the pop up then exit to return to the main screen to make a decision.	Reviewer 2
N/A		Aud	dio (if any) or addi	tional onscreen tex	t .	
Navigation/ Branching	Decision 2	loads Screen 42 loads Screen 7 Coach loads Screen 56	Additional Notes			

Project Title	Cosmetic Consulta	tion	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Note
Screen #	1# 38 Screen Type End of Path Screen Title Results		Results	Reviewer 1		
Melanie a consuused sunscreen i recommended th sunburn! The on refund policy so Here are some you try again. • Example 2: • Example 3: Questions. • Myths abou	can really call what I had with Alt. All she did was ask me if I o I told her SPF 30 and she ne same thing. And then I got I'm about to cash in on it. The commendations before Recommend the right SPF. Making the Sale	was I You left your client feeling ch The question(s) you asked did a information to help you advoc	y their skin looks on t they usually use. save been wearing a same all the way for a without a good one. eated n't give you enough sate for your	The second The box at the botto on before restartin path, so the lear After learners corresponding pa	Onscreen Text left contains the review the customer leaves for Melanie at the end of the path. box on the right contains the end of path feedback. m contains recommendations the learner is advice to reflect g the scenario. The recommendations are tailored for each ner receives recommendations based on their decisions. Animation & Interactivity click any of the pink buttons, they are directed to the results page to restart the scenario. a resources or example, they are immediately returned to the results page unless they click restart.	Reviewer 2
N/A Navigation/	Evample 2 lea	ds Screens 60-61 ds Screen 62-63	lio (if any) or addit	Where onscreen tex	ct is to much for a box, legible slides will be attached for the benefit of the developer.	

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	39	Screen Type	End of a Path	Screen Title	Results	Reviewer 1
to be going well elaborate quest I'm really surpri got a sunburn. I nice but it looks sunscreen so I a Here are some you try again. Example 2: Example 2: responses. Myths abou	I had a consultation with Melanie. Everything seemed to be going well at first. She even gave me this elaborate questionnaire to fill out. I'm really surprised that even with such a high SPF, I got a sunburn. I'm giving her 4 stars because she was nice but it looks like I will never get the right sunscreen so I am off to get a refund. Here are some recommendations before you try again. Example 2: Recommend the right SPF. Example 4: Summarizing a Customers responses. Myths about Dark Skin SPF: What's with the Numbers?'		The first box on the left contains the review the customer leaves for Melanie at the end of the path. The second box on the right contains the end of path feedback. The box at the bottom contains recommendations the learner is advice to reflect on before restarting the scenario. The recommendations are tailored for each path, so the learner receives recommendations based on their decisions. Animation & Interactivity After learners click any of the pink buttons, they are directed to the corresponding pages. When learners exit a resources or example, they are immediately returned to the results page unless they click restart. In this case, the learner clicks Go Back to return to a particular point in the scenario to make a different decision.		Reviewer 2	
N/A		Aud	io (if any) or addit	ional onscreen tex	t	
Navigation/ Branching	Example 3 Myths load	loads Screens 60-61 loads Screen 62-63 ds Screen 64 Screen 65 and Go Back loads 25	Additional Notes	Where onscreen te	kt is to much for a box, legible slides will be attached for the benefit of the developer.	

Module Title	ect Title Cosmetic Consultation	Cosmetic Consultation	n – Inclusion	Reviewer Notes
nd of Path	en # 40 Screen Type	Screen Title Results		Reviewer 1
nd bad a customer can as and any bias all. Your attitude om asking them acate for their from educating	RESULTS Feedback: starting customer of the leave less than a star for Melanie. I consulted with her last week to buy sunscreen. It was a waste of time and money! Just look at the damage to my skin. Melanie probably thinks black skin is made of leather. PPC, don't say you cater to women of color if you don't know jack about our skin. I am off to get a refund. Here are some recommendations before you try again. Example 1: How to Set the Tone. Example 2: Recommend the right SPF. Myths about Dark Skin SPF: What's with the Numbers?' Good luck! Feedback: starting customer often leave period. Feedback: starting customer of the period. Feedback: starting customer of the period. Feedback: starting customer of th	The second be The box at the both reflect on before rest each path, so the lease After learners of corresponding page.	Onscreen Text eft contains the review the customer leaves for Melanie at the end of the path. box on the right contains the end of path feedback. It to more contains recommendations the learner is adviced to tarting the scenario. The recommendations are tailored for erner receives recommendations based on their decisions. Animation & Interactivity Click any of the pink buttons, they are directed to the ges. When they are done, learners exit and return to the results page to restart the scenario. The recommendations are tailored for the ges. When they are done, learners exit and return to the results page to restart the scenario. The recommendations are tailored for the ges. When they are done, learners exit and return to the results page to restart the scenario. The recommendations are tailored for the ges. When they are done, learners exit and return to the results page to restart the scenario. The recommendations are tailored for the ges.	Reviewer 2
	Example 1 loads Screens 58-59 Example 3 loads Screen 60-61	tional onscreen text		
	Example 1 loads Screens 58-59 Example 3 loads Screen 60-61 Myths loads Screen 64 SPF loads Screen 65 and Restart lother trigger on Screen 2	Additional Notes		, , , , , , , , , , , , , , , , , , , ,

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	41	Screen Type	End of Optimal Path	Screen Title	Results	Reviewer 1
Melanie. I had w felt really heard wrote in a quest that works for n from the sun pro recommendation	t there, when you visit PP hat you can call a real co I by Melanie. She took evi ionnaire and came up wit ne, Now I know how to pro- event sun damage. I'm off has for her for acne. Thank urces page if you would the resources shared in	the rationale. You made no a treated your client with prof asked her if she had any que the 5-star rating she gave yourself a promoter in the companies. You should be seen as the following the follo	u summarized her u made a unique plan ommended a teds, but you also erself by explaining ssumptions and essionalism. You also stions. You deserve au and you just won ommunity.	After learners corresponding pascenario. To exit the	Onscreen Text left contains the review the customer leaves for Melanie at the end of the path. box on the right contains the end of path feedback. om leads to the end of the scenario and the resources page. Animation & Interactivity click any of the pink buttons, they are directed to the ges. Learners can check out the resource page or end the resources page, learners simple click the X button and they the results page to exit the scenario with the end button	Reviewer 2
N/A		Aud	dio (if any) or addit	ional onscreen tex	t	
Navigation/ Branching		loads Screen 66 pads Screen 67	Additional Notes	Where onscreen te	ct is to much for a box, legible slides will be attached for the benefit of the developer.	

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultati	on – Inclusion	Reviewer Notes
Screen #	42	Screen Type	See the Results	Screen Title	Recommending Sunscreen	Reviewer 1
No more hyperpigment	shot 50. lt prew	think you ald try SPF should ent hyper entertion. See the Results	CREEN	Zic	Onscreen Text bu should try SPF 50. It should prevent hyperpigmentation Zida: Ok, great! la's thoughts: No more hyperpigmentation. Decision: See the Results. Animation & Interactivity rners click the pink button to see the results.	Reviewer 2
N/A		Au	dio (if any) or addi	tional onscreen tex	t	
Navigation/ Branching	See the Re	sults loads Screen 43	Additional Notes			

Project Title	Cosmetic Consul	ltation	Module Title	Cosmetic Consultati	on – Inclusion	Reviewer Notes
Screen #	43	Screen Type	End of Path	Path Screen Title Results		Reviewer 1
consulted with except that I go hyperpigmenta' would do the trong good thing I'm about to cas Here are some you try again. • Example 2: • Example 3: • Cuestions. • Myths about	tion with Melanie. I should myself because nothing chit a sunburn and a lot of ion despite her assuring m ck. A waste of time and ma about PPC is their refund in in on it. recommendations before Recommend the right SPF. Asking the Right	because a custom hyperpigmentation. The question(s) you information to he customer's beauty. You are advised to you don't have to beginning of the sexample 2.	ou asked didn't give you enough p you advocate for your care. try again. The good thing is that go all the way back to the	After learners corresponding powers with the second on before restarting path, so the learners corresponding powers with the second of the sec	Onscreen Text left contains the review the customer leaves for Melanie at the end of the path. box on the right contains the end of path feedback. om contains recommendations the learner is advice to reflect go the scenario. The recommendations are tailored for each oner receives recommendations based on their decisions. Animation & Interactivity a click any of the pink buttons, they are directed to the eages. When they are done, learners exit and return to the eage to return to a particular place in the scenario. It a reference or example, they are immediately returned to the results page unless they click restart. earner clicks Return to return to a particular point in the scenario to make a different decision.	Reviewer 2
N/A			Audio (if any) or add	itional onscreen tex	t	
Navigation, Branching	Evample 2 le	creen 65	Additional Notes	Where onscreen te	xt is to much for a box, legible slides will be attached for the benefit of the developer.	

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	44	Screen Type	Guidance	Screen Title	Talk to a Coach	Reviewer 1	
		TO A COACH Hi Melar you said Here's the highest, SPF 110. Have a g That right there is a no, no!. future never offer a customer sunscreen	nie, , ood day.	In the future never Also, telling the custinal. You did not as her in any other wa	Onscreen Text Hi Melanie, you said, ere's the highest. SPF 110. Have a good day. That right there is a no, no!. offer a customer sunscreen without asking questions about their lifestyle. comer to 'have a good day' so early in your interaction is took the customer if she had any questions or if you could help by. You sounded dismissive and you missed the opportunity all sale- on the off chance that the customer needed a		
April Summers Head of Sales	Also, to your into she had	asking questions about their lifestyle. elling the customer to 'have a good day' se eraction is too final. You did not ask the ce any questions or if you could help her in e way. ded dismissive and you missed the opport sale- on the off chance that the custome	o early in ustomer if any other unity for a	Clicki	Animation & Interactivity ng the 'x' exits the learner out of the pop-up.	Reviewer 2	
Audio (if any) or additional onscreen text							
Navigation/ Branching	The X butto screen 13	on returns the learner to	Additional Notes				

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	45	Screen Type	Guidance	Screen Title	Talk to a Coach	Reviewer 1	
April Summers Head of Sales	T in the exp	TO A COACH Hi Melani you said, "Do you want it or not?" That is not a way to respond to a customer confused over her options. In the pros and cons of the product(s) you in the pros and cons of the product (s) you in the pros and cons of the product (s) you in the pros and cons of the product (s) you in the pros and cons of the product (s) you in the pros and cons of the product (s) you in the pros and cons of the product (s) you in the pros and cons of the product (s) you in the pros and cons of the product (s) you in the pros and cons of the product (s) you in the pros and cons of the product (s) you in the p	e, who is	In the future, if a c	Hi Melanie, you said, "Do you want it or not? orespond to a customer who is confused over her options. ustomer voices her confusion, politely explain the pros and of the product(s) you have just recommended. Animation & Interactivity Ing the 'x' exits the learner out of the pop-up.	Reviewer 2	
Audio (if any) or additional onscreen text							
Navigation/ Branching	The X butto	on returns the learner to	Additional Notes				

Project Title	Cosmetic Consi	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	46	Screen Type	Guidance	Screen Title	Talk to a Coach	Reviewer 1
April Summers Head of Sales	In the f	TO A COACI Hi Melar you said "Here's SPF 15. Have a good da That right there is a no, no!. Future never offer a customer sunscreen wasking questions about their lifestyle. Ling the customer to have a good day is to the interaction. You did not ask the customer duestions or if you could help her in any or deed dismissive and you missed the opportential sale- on the off chance that the customed anything else.	without o final so ner if she ther way. tunity for	Also, telling the interaction. You did You sounded dismis the off	Onscreen Text Hi Melanie, you said, "Here's SPF 15. Have a good day. That right there is a no, no!. offer a customer sunscreen without asking questions about their lifestyle. customer to have a good day is too final so early in the not ask the customer if she had any questions or if you could help her in any other way. sive and you missed the opportunity for a potential sale- on thance that the customer needed anything else. Animation & Interactivity In the 'x' exits the learner out of the pop-up.	Reviewer 2
N/A Navigation/ Branching	The X butt	Aud on returns the learner to	dio (if any) or addit Additional Notes	tional onscreen tex	t	Reviewer 3

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	47	Screen Type	Guidance	Screen Title	Talk to a Coach	Reviewer 1	
Kai D'Souza Culture & Diversity	You are are often where your cust then ref to offer	Hi Melar you said "I can see you are upset. I will refer someone else." walking a very delicate line here. People en judged unfairly as difficult or angry whask questions or have contrary opinions. Future, be deliberate about creating a saf your customer can seek the answers they ake the right decisions for their beauty carbomer asked a question and you fobbed he erred her to another consultant. In the further was a last resort. Politeness is often reciprosis a last resort. Politeness is often reciprosis a last resort.	of color en they e place need to re. r off. You ture, try nly refer	You are walking unfairly as difficult of In the future, be del seek the answers, Your customer aske to another const customer and only	Hi Melanie, you said, e you are upset. I will refer you to someone else." a very delicate line here. People of color are often judged or angry when they ask questions or have contrary opinions. berate about creating a safe place where your customer can they need to make the right decisions for their beauty care. Ed a question and you fobbed her off. You then referred her ultant. In the future, try to offer your best service to your refer them as a last resort. Politeness is often reciprocated. Animation & Interactivity Ing the 'x' exits the learner out of the pop-up.	Reviewer 2	
N/A	t .	- Reviewer 3					
Navigation/ Branching	The X butto	on returns the learner to	Additional Notes				

Project Title	Cosmetic Consi	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	48	Screen Type	Guidance	Screen Title	Talk to a Coach	Reviewer 1	
Kai D'Sou Culture & Divers	That that of custre Besi	TO A COACH Hi Melar you asked, "Is it for a friend? What she wear?" It question is probably based upon the assist women of color don't require sunscreen. Re if that is the case, it is wrong to assume the omer is there for someone else other than ides, if she were here for someone else, she tell you. In the future, stick to questions that will help tomer make a purchase for herself unless a you otherwise.	SPF does umption egardless tat the herself. e would	That question is pro require sunscreen. the custo Besides, if s In the future, stick t	Hi Melanie, you asked, sit for a friend? What SPF does she wear?" bably based upon the assumption that women of color don't Regardless of if that is the case, it is wrong to assume that mer is there for someone else other than herself. The were here for someone else, she would tell you. To questions that will help the customer make a purchase for herself unless she tells you otherwise. Animation & Interactivity In the 'x' exits the learner out of the pop-up.	Reviewer 2	
Audio (if any) or additional onscreen text N/A							
Navigation/ Branching	The X butt	on returns the learner to	Additional Notes				

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	49	Screen Type	Guidance	Screen Title	Talk to a Coach	Reviewer 1	
		Hi Melan you asked, "can I help you?" Even if your tone is level, those words courrered as an attempt to question the curright to be in the store.	ie, Ild be	que People of color n his	Onscreen Text Hi Melanie, you asked, "Can I help you?" s level, those words could be interpreted as an attempt to stion the customer's right to be in the store. hay be more sensitive to such words because of their past cory of not being welcome in certain places. To set the tone of any interaction with a customer in a more welcoming way.	Reviewer 2	
Kai D'Sou Culture & Divers	beco	ple of color may be more sensitive to suc ause of their past history of not being we certain places. e future, try to set the tone of any intera a customer in a more welcoming way.	ction with	Click	Animation & Interactivity ng the 'x' exits the learner out of the pop-up.		
Audio (if any) or additional onscreen text							
Navigation/ Branching		on returns the learner to	Additional Notes				

Project Title	Cosmetic Consu	ıltation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	50	Screen Type	Guidance	Screen Title Talk to a Coach		Reviewer 1	
April Summers Head of Sales	you a The custo prep	Hi Melanie, sked, "are you prone to hyperpigme! ere are a number of questions you have to mer before you recommend sunscreen. It's are the customer's mind by telling them you asking a number of questions.	ntation?" ask a best to	recommend sunscre	Onscreen Text Hi Melanie, you asked, "Are you prone to hyperpigmentation? Aber of questions you have to ask a customer before you ten. It's best to prepare the customer's mind by telling them you'll be asking a number of questions. Animation & Interactivity Ing the 'x' exits the learner out of the pop-up.	Reviewer 2	
Audio (if any) or additional onscreen text N/A							
Navigation <i>j</i> Branching	The X butto	on returns the learner to	Additional Notes				

Project Title	Cosmetic Consi	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	51	Screen Type	Guidance	Screen Title	Reviewer 1		
April Summers Head of Sales	Cust E. di You what	TO A COACI Hi Melan you aske "SPF 15 or 30 or 50 or 70 or 80 or 1 fou just barraged your customer with all t numbers. Tomers often get confused with too many specially when you don't give them any w fferentiate between the pros and cons of product. The spr your customer requires for their needs on the customer of th	nie, d, 00 or 110? hose choices. ay to each exactly ds. Only	You just Customers often get give them any way You must ask quest requires for the	Hi Melanie, you asked, F 15 or 30 or 50 or 70 or 80 or 100 or 110? barraged your customer with all those numbers. confused with too many choices. Especially when you don't to differentiate between the pros and cons of each product. ions to help you determine exactly what SPF your customer sir needs. Only then do you make one suggestion to the customer. Animation & Interactivity ng the 'x' exits the learner out of the pop-up.	Reviewer 2	
Audio (if any) or additional onscreen text N/A							
Navigation/ Branching	The X butt	on returns the learner to	Additional Notes				

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes		
Screen #	52	Screen Type	Guidance	Screen Title	Reviewer 1			
					Onscreen Text	1		
	TALK	TO A COACH		Great job setting a	Hi Melanie, you said, li, I'm Melanie. I'll be assisting you today." welcoming tone and atmosphere by introducing yourself. ed to the customer that she is welcome, and you are happy to help her. Keep it up.			
Kai D'Sou Culture & Divers		today." Great job setting a welcoming tone and atmosphere by introducing yourself. You demonstrated to the customer that she welcome and you are happy to help her. K it up.	u've : is	Clicki	Animation & Interactivity ng the 'x' exits the learner out of the pop-up.	Reviewer 2		
N/A	Audio (if any) or additional onscreen text							
Navigation/ Branching		on returns the learner to	Additional Notes					

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	53	Screen Type	Guidance	Screen Title	Talk to a Coach	Reviewer 1	
		TO A COACH Hi Melanie, aid,"I'm sorry, let's do this again. I'm N		It's considered go name. You didn't o	Onscreen Text Hi Melanie, you said, I'm sorry, let's do this again. I'm Melanie. ood form to introduce yourself to a potential customer by do that and Zida prompted you. However, you did great by starting over. uced the chance that Zida might feel slighted or unwelcome.		
Kai D'Souza Culture & Diversity	to ti	's considered good form to introduce your o a potential customer by name. You didn't hat and Zida prompted you. However, you great by starting over. By doing so, you reduced the chance that Z might feel slighted or unwelcome.	t do did	Clicki	Animation & Interactivity ng the 'x' exits the learner out of the pop-up.	Reviewer 2	
Audio (if any) or additional onscreen text							
Navigation/ Branching	The X butto	on returns the learner to	Additional Notes				

Project Title	Cosmetic Consu	ıltation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	54	Screen Type	Guidance	Screen Title Talk to a Coach		Reviewer 1	
TALK TO A COACH Hi Melanie, you asked, "Do you wear sunscreen?" There are a number of questions you have to ask a customer before you recommend sunscreen. It's best to prepare the customer's mind by telling them you'll be asking a number of questions.				Hi Melanie, you asked, "Do you wear sunscreen?" There are a number of questions you have to ask a customer before you recommend sunscreen. It's best to prepare the customer's mind by telling them you'll be asking a number of questions. Animation & Interactivity Clicking the 'x' exits the learner out of the pop-up.		Reviewer 2	
N/A Navigation, Branching	screen 6	Aud on returns the learner to	io (if any) or addit Additional Notes	ional onscreen tex	t	Reviewer 3	

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes		
Screen #	55	Screen Type	Guidance	Screen Title	Talk to a Coach	Reviewer 1		
	TALK	TO A COACH Hi Melanie, you asked, "How can I help you toda		You	Onscreen Text Hi Melanie, you asked, "How can I help you today? ne tone by asking the customer how you can help her today. I demonstrated that you expect to help her. ture, ensure you introduce yourself by name.			
Kai D'Sou Culture & Divers		Good job! You set the tone by asking the customer how you can help her today. You demonstrated that you expect to help he in future, ensure you introduce yourself name.	ou r.	Click	Animation & Interactivity ing the 'x' exits the learner out of the pop-up.	Reviewer 2		
N/A	Audio (if any) or additional onscreen text							
Navigation/ Branching	The X butto	on returns the learner to	Additional Notes					

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	56	Screen Type	Guidance	Screen Title Talk to a Coach		Reviewer 1
Kai D'Souza Culture & Diversity	you so	Hi Melanie, aid, "hyperpigmentation is darkened patches on the skin." Great job explaining that to your custome By doing so, you showed your customer the ou are willing to make the effort to help the And you make yourself more relatable	spots or er. at	G By doing so, you sh to hel	Onscreen Text d, "hyperpigmentation is darkened spots or patches on the skin." reat job explaining that to your customer. owed your customer that you are willing to make the effort of them. And you make yourself more relatable Animation & Interactivity ng the 'x' exits the learner out of the pop-up.	Reviewer 2
N/A		Aud	lio (if any) or addit	ional onscreen tex	t	Reviewer 3
Navigation/ Branching	screen 37	on returns the learner to	Additional Notes			

Project Title	Cosmetic Con	sultation	Module Title	Cosmetic Consultation	Cosmetic Consultation – Inclusion		
Screen #	57	Screen Type	Guidance	Screen Title Talk to a Coach		Reviewer 1	
April Summer Head of Sale		Hi Melanie, you said, "I'd like to ask a few questions to be recommend what's best for you if the Great job! You've prepared your customer for who coming, especially if you have a series questions. You are on the right track	nelp me at's okay." at is of	You've prepared ser	Onscreen Text id, "I'd like to ask a few questions to help me recommend what's best for you if that's okay." Great job! your customer for what is coming, especially if you have a ies of questions. You are on the right track. Animation & Interactivity ng the 'x' exits the learner out of the pop-up.	Reviewer 2	
N/A		Au	idio (if any) or addi	tional onscreen tex	t	Reviewer 3	
				 			

Project Title	Cosmetic Cons	sultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	58	Screen Type	Example	Screen Title	Screen Title Setting the Tone Example One		
Lindsey	SETTING THE TONE EX.1 Lindsey Peters Employee of the Month There was this time, a lady walked up to me. I said, No. You can't. What a rude lady! I the lady walked off and I thought				Setting The Tone Ex.1 Lindsey Peters: There was this time, a lady walked up to me. I said, "Yes? Can I help you?" Lady: No, you can't Lindsey Peter's Thoughts: What a rude lady! Lindsey Peters: The lady walked off and I thought Animation & Interactivity The pink arrow takes learners to the next page in the example.		
N/A	Audio (if any) or additional onscreen text N/A						
Navigation, Branching	I INP NINK :	arrow loads screen 58	Additional Notes			1	

Project Title	Cosmetic Cons	sultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	59	Screen Type	Guidance	Screen Title	Reviewer 1	
					Onscreen Text	1
SI	Seconds later, a lady walked	lieve it! You rude to my end! It turns of that I would caucasian le mortification everyone with them I'd them I'd.	ut the ladies had bet d be nice to the dy. Imagine my n! Now, I greet th a cheerful and love to help them. orks everytime!	Clic	Animation & Interactivity king the 'x' exits learners out of the Example	Reviewer 2
N/A		Aud	lio (if any) or addit	ional onscreen tex	t	
Navigation/ Branching	Clicking they	he 'X' returns learners to the / just navigated from.	Additional Notes	Where onscreen te	kt is to much for a box, legible slides will be attached for the benefit of the developer.	

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	60	Screen Type	Guidance	Screen Title	Reviewer 1	
Cammie Ac Cosmetic Con:	ams	Inever ppF to an I first in the summer. Ity e a SSPF Ity and the summer in the summe	One time, lady asked for siscreen. I took one sk at her and thought ed she never got civity in the sun. but she is a Beach Player. I ended up neending SPF 100.	The pink ar	Animation & Interactivity row takes learners to the next page in the example.	Reviewer 2 Reviewer 3
Navigation/ Branching	The pink ar	rrow loads screen 61	Additional Notes	FWhere onscreen te	xt is to much for a box, legible slides will be attached for the benefit of the developer.	

						•
Project Title	Cosmetic Con	sultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes
Screen #	# 61 Screen Type Guidance Screen Title Recommending SPF Example Two				Recommending SPF Example Two	Reviewer 1
					Onscreen Text	1
RE	I still dilesson this lad	out that she it require ag more than spF 30. At least, no asked the cu about her lift Would I ever Only for o	think anymore. It until after I've	Clic	Animation & Interactivity sing the 'x' exits learners out of the Example	Reviewer 2
N/A		Aud	io (if any) or addit	ional onscreen tex	<u> </u>	Neviewei 3
Navigation/ Branching		the 'X' returns learners to the y just navigated from.	Additional Notes	Where onscreen te	at is to much for a box, legible slides will be attached for the benefit of the developer.	

Project Title	Cosmetic Consu	ultation	Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes			
Screen #	62	Screen Type	Guidance	Screen Title	Reviewer 1				
Martha Dial Cosmetic Consultant Often when it comes to recommending sunscreen, I need to ask a lot of questions. I always focus on questions about their beauty regimen and any activity or jobs that exposes them to the sun.				Animation & Interactivity The pink arrow takes learners to the next page in the example.		Reviewer 2			
Audio (if any) or additional onscreen text N/A									
Navigation/ Branching		rrow loads Screen 63	Additional Notes	Where onscreen te	ct is to much for a box, legible slides will be attached for the benefit of the developer.				

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultation	Reviewer Notes			
Screen #	63	Screen Type	Guidance	Screen Title	Reviewer 1			
		•			Onscreen Text	1		
	If they only get a soft of sun while going shopping or common work, I recommend work, I recommend the sunscreen 30 min sun exposure and after that, also or that they wear classifications of the sunscreen su	hygiene or what they ingest is a no no. I have n return for complaint steps. A sa make t offer	ever had a customer a refund or with a when I follow these tisfied customer s a happy etic consultant!	Clic	Animation & Interactivity Clicking the 'x' exits learners out of the Example			
Audio (if any) or additional onscreen text								
N/A Navigation,		e 'X' returns learners to the just navigated from.	Additional	Where onscreen te	xt is to much for a box, legible slides will be attached for the			

Project Title	Cosmetic Consu	ultation		Module Title	Cosmetic Consultati	on – Inclusion	Reviewer Notes	
Screen #	64	Screen Typ	oe .	Reference	Screen Title	Reviewer 1		
THE COSMETIC HANDBOOK Myths about Dark Skin Black People are not at risk of getting a sunburn. False This is a common misconception. It is true that the melanin in dark skin offers some natural protection from the sun's harmful rays. However, that doesn't mean black skin is immune to damage caused by the sun. Unlike people with fair skin, dark-skinned people might not see wrinkles or lines but if you see hyperpigmentation or premature sagging, it could be the result of years of sunburn. — 103 — THE COSMETIC HANDBOOK Pink Peorl Beauty False Skinned people won't get sunburned as quickly as fair-skinned people, they are still susceptible to sun-induced damage such as wrinkles, sunspots, and skin cancer. As a matter of fact, dark-skinned people are more likely to die from skin cancer because as a result of these misconceptions they are less likely to take preventative measures that include wearing sunscreen and seeking shade. — 104 —				False False Petible to ge such as s, and skin t, dark-e more kin cancer t of these ey are less entative lude	Myths about Dark Skin Pink Pearl beauty Animation & Interactivity Clicking the 'x' exits learners out of the handbook		Reviewer 2	
Audio (if any) or additional onscreen text N/A								
Navigation/ Branching		e 'X' returns lea		Additional Notes	Where onscreen te	xt is to much for a box, legible slides will be attached for the benefit of the developer.	1	

Project Title	Cosmetic Consu	ultation		Module Title	Cosmetic Consultation	on – Inclusion	Reviewer Notes	
Screen #	65	Screen Ty	pe	Reference	Screen Title	Screen Title The Cosmetic Handbook: SPF: What's With the Numbers?		
T 000000000000000000000000000000000000						Onscreen Text SPF: What's with the Numbers? Animation & Interactivity Farners click the 'X' to exit out of this page.	Reviewer 2	
Audio (if any) or additional onscreen text N/A								
Navigation/ Branching	_	e 'X' returns le just navigated	earners to the I from.	Additional Notes	Where onscreen te	xt is to much for a box, legible slides will be attached for the benefit of the developer.		

Project Title	Cosmetic Cons	ultation	Module Title	Cosmetic Consultation	Cosmetic Consultation – Inclusion	
Screen #	66	Screen Type	End of Scenario	Screen Title	Reviewer 1	
Kai D'Souza Culture & Diversity April Summers Head of Sales	SETTING THE		MAKING THE SALE EX.3 MAKING THE SALE EX.3 EXAMPLE 3 THE COSMETIC HANDBOOK FRANCISCO CONTROL OF THE CONTROL	Conscreen Text Kai and I are so glad you came to check out this page. We hope you will find these resources helpful on your journey to becoming a consultant that serves every customer in PPC's fashion. Go Pearls! Animation & Interactivity Click on any of the pink buttons to visit the relevant resource pages. The X button closes the resources page. Pages opened from the resources button will open in a new page. Learners can minimize the pages and return to the main resource page.		Reviewer 2
N/A		Αι	ıdio (if any) or addit	ional onscreen tex	t	Reviewer 3
Navigation, Branching	Ex 2 loads Ex 3 loads	Screens 58-59 Screens 60-61 Screens 62-63 ds Screen 64 Screen 65	Additional Notes	Where onscreen te	kt is to much for a box, legible slides will be attached for the benefit of the developer.	

Project Title	Project Title Cosmetic Consultation Module Title				Cosmetic Consultation – Inclusion		
Screen #	66	Screen Type	End of Scenario	Screen Title	Thank You	Reviewer 1	
	We did th			Onscreen Text Thank you. We did this! Thank you from Melanie! Animation & Interactivity Clicking the X at the right-hand top of the screen exits out of the scenario.		Reviewer 2	
N/A		Aud	io (ij any) or addit	ional onscreen tex			
Navigation, Branching		loses the scenario. And the introduction on screen 1.]			