

Project 1: Instructional Design Project, Part 1: Request for Proposal

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Advanced Instructional Design

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Abstract

According to Dual Language Market (duallanguagemarket.com) is an educational marketplace dedicated to curating bilingual educational products and providing dual language stakeholders with culturally relevant access to materials and resources. Because of the growth in dual language across the country and the lack of educational materials and resources, we feel that there is a gap we can offer a solution for. The site has successfully started its design process, with only a few details left, so that we can move it forward from the development phase into implementation which will include the onboarding and developing sales page for a product for the marketplace. We anticipate that with the project goals outlined below, the marketplace will generate membership, develop a wide range of index by standards products and through our first campaign we will build a community specialized in providing solutions for academic excellence.

I. The General Project Goals

This section includes the general goals to be met by the new product or process on which the training will be based. In addition, it describes the key components of the new product or process (how it works) and compares these to existing products or processes with which the consultant or service provider is familiar.

- 1.- Finishing menu categories for products (aligned to standards), create a category help sheet for vendors
- 2.- Create a series of help documents and videos for vendors' usage of the site (product posting, campaign development, dashboard use)
- 3.- Create a major first campaign to expand membership.

II. Target Audience

This section includes brief summaries of the intended audience. Primary and secondary audiences, if any, should be described. Include information on how their skills or knowledge will be impacted as a result of the new product or process.

Our target audience includes but is not limited to:

- 1.- School Districts/Private Schools/Private and Public Charters/Religious Institutions (membership)
- 2.- Teachers (downloads and physical products)
- 3.- Parents

All three intended audiences will benefit from new options in bilingual resources and materials that are culturally relevant.

III. Objectives

We intend to be the premiere choice for school districts, public charters, private and religious schools, teachers, and parents or guardians that are stakeholders in Dual Language immersion programs. Our goal is to also attract teachers that have designed solutions and offer strategies that are effective for emerging bilinguals.

Goal 1

Finalize index tool for merchants that is standards-based so that products can be categorized correctly and search can be optimized.

Goal 2

Develop the workflows and pipelines necessary to be the premiere marketplace functionality (i.e. Cataloged, streamlined product management, discount campaigns, . We will develop manuals and videos to explain functionality and use of the site and all it's utilities.

Goal 3

Onboard a new merchant and using the newly onboarding content created, the new merchant can be part of a marketing campaign that includes new product(s).

IV. Project Details

This section should include:

- Brief summaries of needs and task analyses
 - Align standards to product categories by grade and ordered by core content.
 - Create process and usability content for merchants
 - Onboard a new merchant and create product sales page
 - Develop a campaign for onboarding marketing.
- Brief summaries of content and suggested treatment, if applicable
 - **Demian Hernandez**- Lead in development of the website backend
 - **Marta Reyna** -Merchant in the marketplace that will be testing the index and catalog, product onboarding, merchant dashboard, etc.
- Description of your ultimate client
 - Our ultimate client is forthcoming. We consider that our ultimate clients are those that will benefit from the effective standards-tied index for cataloging. Our new clients will also be mindful of the effectiveness of the onboarding process and marketing campaigns.
- Description of required development process and revision cycles
 - Menu index for product catalog by grade level and core content
 - Merchant onboarding and product upload
 - New product, onboarding and membership campaign

- Information on standards of quality and quantity: According the the standards or guidelines customers or merchants will create or provide quality product as well as the quantity requested.
- Timeline for the expected delivery of prototypes and final product.

Project Timeline Template

Activity	October	November	December
Category menus (organized by standard)			
Merchant Onboarding support content development and modifications			
New merchant testing onboarding, catalog process, merchant dashboard and first campaign collaboration			

V. Constraints on Budget, Schedule, and Design

All three goals are not constrained by budget. They are to be completed by December 1, 2022. Onboarding support opportunities will be linked throughout the site and in merchant account confirmation email. We are planning to host synchronous virtual sessions that can serve as information sessions so that new merchants can attend and we can make the onboarding process for your vendors as straight-forward as possible. All new modifications will make the website online.

VI. Resources

The resources we will use are the standards information and index provided by the state. The documentation provided by marketplace software will be adapted for ease of use by new merchants. Mailchimp will be a service that will be contracted for marketing campaign.

VII. Criteria for Evaluating Success of the Project

- Alignment of standards and guidelines to the product.
- Customer Satisfaction. Provide a survey for customers to rate the product quality. Increase in traffic, membership, vendors, and product inventory to 100 members before December 31, 2022
- The project attainable within a certain time frame. (According to project management gantt)

VIII. Terms and Conditions

<https://duallanguagemarket.com/tou/>