

Professional Communication Storyboard				
Reference	Slide Title/Text	Visual	Audio/Narration/Help avatar	Other notes
Scene 1 Intro slide	You're an intern working for Seymour Lane PR, a busy influencer management company with several high-profile clients...	Continue button appears after last of text		
Scene 1 Slide 1.2	You're going to be looking after Big Follows, he's a viral TikTokker with great content and a very professional team who look after him.	'Let's go!' button appears after last of text		Informal language (Adult Learning Principles)
Scene 1 Slide 1.3	Avatar Introduction  Hi! My name is Kari, and I'm an experienced influencer manager.  I'm here to help in any way I can. Anytime you need me, just click on my picture. Try it now, just to make sure it works!	User must click on avatar to see continue button		
Slide 1.4 Question slide Scenario 1 - Email	<b>Background of home office appears. Email pings on laptop - animation auto advanced from last slide</b>  <b>User clicks on email and is presented with email from Big Follows:</b> <i>Dude!! My last TT tanked - like 10k views compared to 250k last time - what are you going to do about it??! I can't have this happening to my brand!</i>  Reply button	Help avatar in bottom left of screen  laptop with mail icon that appears after 2 seconds  Click on email to bring in text box of mockup email:  Email from Big Follows: Dude!! My last TT tanked - like 10k views compared to 250k last time - what are you going to do about	Email text in email mockup  User clicks <b>reply</b> to see options (hotspot)  Avatar option available	

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		<p>it??! I can't have this happening to my brand!</p> <p>On clicking 'reply', jump to slide 1.11 (task and options slide)</p>		
<p>Scene 1</p> <p>Slide 1.5</p>	<p><b>Avatar help screen</b></p> <p><i>You need to respond reassuring Big Follows that we will look into this immediately.</i></p> <p><i>Click 'reply' to send him an email, schedule a call with him and give him some reassurance.</i></p>	<p>This screen only appears if avatar is clicked on slide 1.4</p> <p>Clicking continue returns to slide 1.4</p>		
Slide 1.6	<p><b>Text on screen:</b></p> <p>Text box: How do you respond? Text box disappears Choices appear:</p> <ol style="list-style-type: none"> <li>Hi! I'm sorry that your last TikTok appeared to 'tank' - I'm asking my analytics team to take a look right now, let's meet virtually in 2 hours to have a look at the results. Don't panic - your last video got 90% of the views after it had been live for over 24 hours! We'll take care of this, please don't worry.</li> <li>Hey! OMG, I'm so sorry! Don't stop posting content tho - content is king! Let's do a zoom in couple of hours to see if it's hit more ppl.</li> </ol>	<p>Avatar available</p> <p>On clicking avatar, jump to slide 1.5</p>		

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	<p>3. Dear Mr. Big Follows, I'm sorry that your latest video content did not garner as many views as we would have hoped. I'd be happy to connect you to a content specialist to see how we can support you in improving your TT content.</p> <p><b>Option 1 - move to slide 1.7</b>  <b>Option 2 - move to slide 1.8</b>  <b>Option 3 - move to slide 1.9</b></p>			
Scene 1 Slide 1.7	<p><b>Email mockup appears</b></p> <p><b>Text appears in email mockup</b></p> <p>Hi!                      I'm sorry that your last TikTok appeared to 'tank' - I'm asking my analytics team to take a look right now, let's meet virtually in 2 hours to have a look at the results.                      Don't panic - your last video got 90% of the views after it had been live for over 24 hours! We'll take care of this, please don't worry.</p>	<p>Background of home office with email appearing</p> <p>Text animates in (Wipe animation, speed 1.5s, by paragraph) - gives appearance of typing</p> <p>Typing audio file to start at beginning of timeline</p> <p>User to click 'send' to continue to <b>slide 1.12</b></p>		
Scene 1 Slide 1.8	<p><b>Email mockup appears</b></p> <p><b>Text appears in email mockup</b></p> <p>Hey! OMG, I'm so sorry!</p> <p>Don't stop posting content tho - content is king!</p>	<p>Background of home office with email appearing</p> <p>Text animates in (Wipe animation, speed 1.5s, by paragraph) - gives appearance of typing</p>		

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	Let's do a zoom in couple of hours to see if it's hit more ppl!	Typing audio file to start at beginning of timeline  User to click 'send' to continue to slide 1.13		
Scene 1 Slide 1.9	<b>Email mockup appears</b>  <b>Text appears in email mockup</b>  Dear Mr. Big Follows,  I'm sorry that your latest video content did not garner as many views as we would have hoped.  I'd be happy to connect you to a content specialist to see how we can support you in improving your TT content.	Background of home office with email appearing  Text animates in (Wipe animation, speed 1.5s, by paragraph) - gives appearance of typing  Typing audio file to start at beginning of timeline  User to click 'send' to continue to slide 1.14		
Scene 1 Slide 1.12	Text box appears automatically:  Your analytics team discovered that Big Follows' video had been published on a 'private' setting so that only subscribers could see it, and not the general public. You correct this error and present it to Big Follows. The video content goes viral within 12 hours.  BF is happy and apologises for his emotional outburst. He asks for your name so that he can deal with you in future.	Continue button appears after 1 second  User clicks <i>continue</i> to advance to <b>slide 1.15</b>		
Scene 1	Text box appears:	Continue button appears after 1 second		

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Slide 1.13	Big Follows doesn't respond to your message. You wait on zoom, but neither he nor his team appear. 3 days later you find out that BF has found representation elsewhere, as he didn't feel that his brand was understood or taken seriously.	User clicks <i>continue</i> to advance to <b>slide 1.16</b>		
Scene 1 Slide 1.14	Text box appears:  You receive an email from BF an hour after your message. He copies in your line manager: <i>What is THIS?! Some kind of auto-response?! I don't expect to be put on hold or in a queue! This is not OK.</i>	Continue button appears after 1 second  User clicks <i>continue</i> to advance to <b>slide 1.17</b>		
Scene 1 Slide 1.15	Text box appears:  <i>Well done! Your attention to detail and calmness under pressure really saved the day!</i>	Continue button appears after 1 second  User clicks <i>continue</i> to advance to <b>scene 2</b>		
Scene 1 Slide 1.16	Text box appears:  <i>As an influencer manager, you need to strike a balance between being friendly and being professional. Influencers may have a 'casual' brand, but that does not mean that our business is casual.</i>	Try Again button appears after 1 second  User clicks <i>Try Again</i> to go back to slide 1.6		
Scene 1 Slide 1.17	Text box appears:  <i>As an influencer manager, you need to strike a balance between being friendly and being professional. We pride ourselves on our conversational and helpful tone, whilst still getting the job done.</i>	Try Again button appears after 1 second  User clicks <i>Try Again</i> to go back to slide 1.6		
Scene 2 Slide 2.1	Background of home office reappears.			

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	<p>Exclamation point animation appears on slide on desktop. Learner must click it to continue:</p> <p>Text box appears: A meeting has been scheduled with BF, your boss and the BF's team. You have 30 mins to prepare.</p> <p>On clicking 'continue' button, text boxes appear:</p> <p>Do you:</p> <ol style="list-style-type: none"> <li>1. Make a coffee and scroll through IG and TikTok to look at their latest posts and other influencers' content, making notes</li> <li>2. Jump on your own social media and tag the influencer saying how excited you are about the meeting.</li> <li>3. Go through the most recent company report and audit for the influencer, along with actions from the last meeting. Have a look through their posts to see how much progress has been made against those targets and make some notes of ideas on where to go next.</li> </ol> <p>Option 1 - proceed to slide 2.4 then 2.7 Option 2 - proceed to slide 2.5 then 2.8 Option 3 - proceed to slide 2.3 then 2.6</p>	<p>Automated animation with sound effects of clock moving 180 degrees, kettle boiling and typing.</p> <p>Continue button appears</p> <p>Help avatar in bottom left of screen</p>	<p>Avatar appears with options</p>	

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Scene 2	Help avatar slide			
Slide 2.2	Text box: Avatar: <i>You must make sure that you're prepared for this meeting - in appearance as well as as preparation. Our company has a range of reports on each influencer. Have a look at those whilst you wait.</i>			
Slide 2.3	You do this - then proceed to slide 2.6  <i>During the meeting, it's obvious that you have researched the strategies that Big Follows is using and his current content. You are able to provide some excellent insights into his content and posts, as well as give some ideas on future strategies. Big Follows and his team are impressed.</i>			
Slide 2.4	You do this - then proceed to slide 2.7  <i>In the meeting, it was obvious that although you had made some preparation, it was fairly superficial and you didn't have any knowledge of the strategy or goals behind the posts. Big Follows and his team were not impressed when they asked specific questions that you couldn't answer.</i>  Second text box (continue button format) <i>2 days later, the boss calls you...</i>			
Slide 2.5	You do this - then proceed to slide 2.8  <i>Big Follows' team sees the tagged post and is very angry in the meeting. During the call, it's obvious that you haven't done any preparation on his content strategy and tagging Big Follows was not</i>			

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	<i>professional. They end the meeting early and your boss calls you immediately...</i>			
Slide 2.6	Well done, that was the correct way to handle that situation.  <i>The next day, your boss calls you to congratulate you on you performance at the meeting. Big Follows has recommended us to a number of high-profile influencers, and we are close to landing contracts with them. Well done!</i>	Continue button to advance to scene 3		
Slide 2.7	Consequence to unprofessional verbal communication  <i>As an Influencer Manager, it's your job to fully prepare for meetings. Big Follows has asked that his account is handled by someone else from now on. You're not fired, but you definitely need to work on your professionalism.</i>	Try Again button appears after 1 second  User clicks Try Again to go back to slide 2.1		
Slide 2.8	Consequence to tagging influencer:  <i>This is a professional business. Working with influencers requires diligence and professionalism at all times. Not preparing for meetings and tagging Big Follows on your personal social media shows that this job isn't for you. You're fired.</i>	Try Again button appears after 1 second  User clicks Try Again to go back to slide 2.1		
Scene 3 Slide 3.1	Background of home office reappears. laptop pings - meeting alert  User clicks on laptop and is present with scenario 3:	Help avatar in top right of screen  Laptop pinging, zoom appears after 2 seconds		Mockup of zoom screen



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	<p>A team meeting on zoom.</p> <p>Text box showing scenario: During a team meeting online, you receive an urgent call from one of Big Follows' assistants .</p> <p>Continue button</p> <p>Continue button triggers zoom blurring out and image of phone on screen with ringtone</p> <p>User must click on phone to advance</p> <p>Do you...</p> <ol style="list-style-type: none"> <li>1. Take the call, mute myself and turn camera off and type <i>brb</i> in the chat.</li> <li>2. Ignore the call</li> <li>3. Take the call, quickly send a message to your team and manager explaining that your client has an urgent issue and you'll be back as soon as possible</li> </ol> <p>Option 1 - proceed to slide 3.3 then 3.6 Option 2 - proceed to slide 3.4 then 3.6 Option 3 - proceed to slide 3.2 then 3.5</p>	<p>User must click on the zoom image on desktop</p> <p>User presented with scenario 3</p> <p>Text box overlays after 3 seconds on the zoom call.</p> <p>3 options given after 4 seconds</p>		<p>Triggers: Option 1 clicked - Animation -show the message typing on the keyboard then transition to slide 19</p> <p>Option 2 clicked - animation showing a call declined then transition to slide 20</p> <p>Option 3 clicked - show the message typing on the keyboard then transition to slide 18</p>
Slide 3.2	<p>You do this - then proceed to slide 3.5</p> <p>Your manager sees your message in the chat and gives a thumbs up. After dealing with the issue, you can re-join the meeting and get up to speed with what you missed. Well done.</p>			

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Slide 3.3	<p>You do this - then proceed to slide 3.6</p> <p>Your manager sees the 'brb', but doesn't understand the context. You miss several important points in the meeting and spend a few hours having to ask people what you missed. In addition, your name was called to answer questions during the meeting and you weren't there.</p> <p><i>2 days' later, the boss calls you - user must click to advance</i></p>			
Slide 3.4	<p>You do this - then proceed to slide 3.6</p> <p><i>Big Follows' assistant was dealing with a crisis and as the point of contact for the agency, they had no one else to call.</i></p> <p><i>3 days later you find out that BF has found representation elsewhere, as he didn't feel that his team had the professional support that they needed.</i></p> <p>Continue button</p>			
Slide 3.5	<p><i>Well done, you showed that you can multitask as well as think calmly in a busy situation.</i></p> <p>Continue button</p>			
Slide 3.6	<p>Consequence of acting unprofessionally with a client or other stakeholder</p> <p><i>You may be an intern, but the ability to juggle several things professionally and without ignoring</i></p>			

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	<p><i>them is a key component for success in this field.</i>  <i>I'm sorry, but we're letting you go.</i>                      Try again button to return to slide 3.1</p>			
Slide 3.7	<p>Avatar help slide:</p> <p><i>That looks important, you need to answer it, but also let your team know why you're not going to be available right now</i>                      Continue button to return to slide 3.1</p>			
Slide 3.8	<p>Final slide</p> <p>Home office background</p> <p>Avatar in bottom left. User must click on avatar.</p> <p>Speech bubble from avatar:  <i>Well done!</i>  <i>I hope you've enjoyed working with Big Follows and learning how to communicate professionally across Seymour Lane PR.</i>  <i>I look forward to your bright future!</i>                      Finish button to exit</p>			