Velsoft eCourse Design and Development Process
With Sales Cycle and Documentation Requirements

Analysis Phase	Design Phase	Development Phase	Delivery

Objects

Learning Objectives → **Learning Outcomes** → **Assessment** → **Course Design** → **Production and Assembly** → **Implementation**

Sales

Pre-Sale → **Sales/ Product Conversation** → **Draft SOW**

SOW
- Overview
- Work Plan
- Project team
- Activities/ Schedule
- Terms and Conditions
- Financials
- Sign offs

Sales/ Product Conversation → **SOW**

Sales/ Product Conversation → **Product Conformity to SOW**

Evaluation → **Sales/ Product Conversation** → **Up-sale**

Product Development

Course Prototype
- eLearning Design Overview
- Target Audience
- Learning Objectives
- Content Outline
- Theme Design
- Instructional Strategies
- Assessment Strategies
- Design Guidelines
- Interactivity level
- Activity types

High-level Document Design → **Detailed Document Design** → **Course Prototype** → **Copper-level Course** → **Bronze-level Course** → **Silver-level Course** → **Gold-level Course**

Client Review | **Client Review** | **Client Review and Sign off** | **Client Review and Sign off** | **Client Review and Sign off** | **Client Review and Sign off** | **Client Review and Sign off**