

Task Title: Read A Product Brochure

# OALCF Cover Sheet – Practitioner Copy

**Learner Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date Started: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date Completed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |
| --- | --- | --- |
| **Goal Path:** | Employment | Apprenticeship |
| Secondary School | Post Secondary | Independence |

**Successful Completion:**  Yes No

**Task Description:** Read a brochure to learn about a product.

**Main Competency/Task Group/Level Indicator:**

* Find and Use Information/Read continuous text/A1.2

**Materials Required:**

* Pen/pencil and paper and/or digital device

# Learner Information

Employees are often given new equipment to use on the job. In order to understand a new product, they must read brochures or inserts that explain the benefits of the equipment and how it works.

Scan the brochure from Amstore Innovations about a new product (Digital Key).

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# Work Sheet

**Task 1: List 2 things that the Unique ID allows a Digital Key to do.**

Answer:

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Task 2: What does the unique ID allow you to track and analyse?**

Answer:

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Task 3: What happens when a Digital Key is inserted into a MAC or PC?**

Answer:

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Task 4: How does a Digital Key help you understand your client?**

Answer:

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**Task 5: List the 3 things the individual ID can do for each Digital Key to provide dynamic marketing information.**

Answer:

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# Answers

**Task 1: List 2 things that the Unique ID allows a Digital Key to do.**

Answer: Any two of the following:

* Registration on first time use
* Personalized URL’s if you know your Database
* As each key can be linked to an individual, so you can have tailored discounts and campaigns

**Task 2: What does the unique ID allow you to track and analyse?**

Answer: The unique ID allows you to track the behaviour and analyse responses of users.

**Task 3: What happens when a Digital Key is inserted into a MAC or PC?**

Answer: The device launches you directly to a designated web address that is installed on the controller chip.

**Task 4: How does a Digital Key help you understand your client?**

Answer: By allowing you to carry out market research at the same time as a promotion, providing invaluable demographic data.

**Task 5: List the 3 things the individual ID can do for each Digital Key to provide dynamic marketing information.**

Answer: Each one can be tracked, monitored and analysed

# Performance Descriptors

| Levels | Performance Descriptors | Needs Work | Completes task with support from practitioner | Completes task independently |
| --- | --- | --- | --- | --- |
| A1.2 | scans text to locate information |  |  |  |
|  | locates multiple pieces of information in simple texts |  |  |  |
|  | makes low-level inferences |  |  |  |
|  | makes connections between sentences and between paragraphs in a single text |  |  |  |
|  | begins to identify sources and evaluate information |  |  |  |

This task: Was successfully completed Needs to be tried again

Learner Comments:

Instructor (print): Learner (print):

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