



Driver Seat – The School Training Specifications

Be in Control of Your Development

Affordable online driver training, anytime and anywhere

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Start Learning Today



DRIVERS SEAT / THE SCHOOL

Driver's Seat was born from a belief that drivers are the solution, not the problem. The solution for a structural reduction of road crash fatalities and injuries, a solution to reduce CO2 emissions and other air pollutants that are associated with road transport and a solution for an efficient, effective and high performing fleet.

Driver's Seat is not a legal entity, it is a brand that has been launched by Fleet Forum to host services geared towards drivers.

Driver's Seat consists of two services: the School and the App.

Driver's Seat, the School is an online learning platform for drivers, in which:

- Training providers may publish their trainings;
- End users (individual drivers or organisations) may access these trainings;
- Training providers may communicate and transact directly with users who are seeking to complete these trainings.

TRAINING SPECIFICATION FORM (Annex 1)

We're very excited to learn about the new training you're planning! Filling out this form will help us gain a high-level understanding of your goals and planned structure for the training, and allow our team to share ideas around implementing best practices early in your training planning process. Please feel free to make note or leave blank any areas of this form about which you have questions. We look forward to working with you to help you achieve your goals and create a very successful training!

Driver Seat supports a common training structure to best support learner engagement and continuation in your training.

We offer 3 tracks to learners:

- Micro learning.
- Learning à la carte: Specialized individual modules, ranging from 30 min to 4h.
- Certified training programs: Several modules leading to a Competency certification.



MINIMUM REQUIREMENT CHECKLIST

Driver Seat has minimum and recommended standards for trainings on the platform. Our review team is available to help you get your training ready for students to enjoy.

A complete module training has:

- Each module includes content, formative assessments and summative assessments.
- Each module is broken down into lessons of 20 to 30 mn of learner time with some formative (ungraded) assessment in each lesson (3 to 10 questions per lesson).
- Content is engaging and of good quality.
- Valuable educational content (HD video quality (720p or 1080p)*)
- Audio that comes out of both channels and is synced to video.
- Audio quality that is not distracting to students*

A complete training landing page (sales page) has:

- A high quality training image.
- A well-written training title and subtitle that includes relevant keywords.
- A brief, honest, well-written training description.
- Clear training goals, target audience, and requirements that are easy and understandable.
- A credible and complete instructor bio and profile picture.
- Any review you may have from people having taken this training previously (incl. quotes).



WHEN DECIDING WHETHER TO TAKE YOUR TRAINING, LEARNERS WANT TO KNOW:

- **What skills they will learn in your training:** start your training goals with strong action words that complete the sentence, “At the end of the training, you will be able to...”
- **Who the training is made for:** Use descriptors such as level, years of experience, type of vehicles, and learning intent to differentiate your target student. Saying your training is for “everyone” really means it’s for no one.
- **What kind of experience you’ll provide:** A 2-3 minute promo video gives students a taste of your teaching style. We recommend summarizing the goals of the training and sharing what’s exciting and different about your training, so that students feel more confident in their purchase decision.
- **That it’s good value for the money:** Your training price should be comparable to other trainings in similar topics, length of content, and style of teaching. If it’s priced differently, explain why.
- **What key lessons will cover:** Lecture descriptions add a layer of polish to your training curriculum and can make students more confident in their purchase decision.



STUDENT EXPERIENCE CHECKLIST (Technicalities)

AUDIO QUALITY	VIDEO QUALITY / IMAGES	DELIVERY QUALITY
<p>When learners pay for a digital product, they expect a certain level of professional polish.</p> <p>Good audio has:</p> <ul style="list-style-type: none"> • No background noises or hums (usually comes from electronics, appliances, environmental noises and mic set up issues) • Little to no echo (usually comes from undampened hard surfaced in your recording space or from recording in too big a space) • No distracting “popping” sounds on “p” and “t” sounds • Adequate base volume that comes out of both headphone buds • Supported file type: mp3, high quality resolution, AAC audio 	<p>Students ability to see what’s on screen directly impacts the quality of their learning experience.</p> <p>Good video is:</p> <ul style="list-style-type: none"> • 720p (1280 x720px); recommended frames per second (fps) 24-30 • need to balance good quality and low bandwidth optimization • Clear, not blurry • Steady, not shaky • Well framed and zoomed-in appropriately • Well-lit and free of distractions • Short (not more than 5 min) • Supported type: .mp4, .mov, or, .avi • Supported size: 2GB or smaller • Audi specs: H.264+AAC audio <p>Images:</p> <ul style="list-style-type: none"> • Supported type: png or jpg • Recommended resolution 1000 px wide or smaller 	<p>Students expect you to sound like you know what you are talking about</p> <p>Good delivery includes:</p> <ul style="list-style-type: none"> • Straightforward speaking style with few “umms” and “ahhs” • Enthusiastic and energetic tone of voice. • Clear pronunciation of words and use of pauses to emphasize important points.



OTHER TECHNICALITIES WORTH NOTING:

- Supported file type: pdf
- Other file types that are not supported by Teachable can be uploaded, however, they cannot be embedded into a lecture—instead, they'll appear in your lecture as a downloadable file. To avoid confusion, ensure that your students have the applications necessary for opening the file. For example, in order for a student to open a Word document, they'll need to have Microsoft Word.
- Alternatively, if you wish to embed a file type that isn't supported (e.g. Powerpoint), it may be possible to embed the content using a code block and embed code snippet.

LEARNING EXPERIENCE

When taking your training, students learn better when:

- **A 2-5 minute introductory lecture** tells them what to expect in the training and each section.
- **You challenge them with a quick win action** within the first 3 lessons (or first 15 minutes).
- **You share useful content early in the training**, avoiding spending too much time on background.
- **Each section has a clear goal** or primary skill, with all lectures building to reach that subgoal.
- **Each lecture has 1 main concept** and message (not 5!).
- **Each section has at least 1 learning activity**, such as an exercise, project, or quiz to give students a chance to apply what they've learned; these formative assessments (practice assessments such as quiz, peer review, etc) are critical online, mastery based learning experiences, as they allow learners to practice and assess their learning in ways that don't impact their final result. It is recommended to have 3 to 10 min of formative assessment per lesson (10-25 min lecture minutes).
- **Lectures are up to max 25 min.** in length.

LEARNING EXPERIENCE - CONTINUED -

- **Lecture formats vary throughout the training.** Too much screencast or talking head can become tedious. Choose your lecture format based on the material you are teaching. Article (text) lectures and practice activities are great too. If you choose a video lecture, it is important to keep each video short and concise, focusing on a single topic (4-10 min recommended); the instructor's face should be present often, especially in the first lessons to help the learner feel connected; explicitly list the goal.
- **Pictures and videos are contextualized** (geographic scope, humanitarian and international aid).
- **They relate to the instructor.** Talking head lectures build rapport, particularly early in a training.
- **It's easy to find the resources they need.** Provide all needed resources, downloads, and links for each practice activity (ex. worksheets, source code, practice files, etc.). All necessary materials need to be freely available (not behind a firewall or subscription)





TRAINING BASICS	
Training Title	
Trainer(s)	
Trainer goals It is helpful for us to know about your goals in offering this training. What are your ideal outcomes from offering this training?	
Training description Enter a 100-200 word description of the training. Imagine being a learner reading this: Can I tell if this training is for me? Describe content and skills in learner-focussed terms (Instead of "In this training I will cover" try "In this training learners will..." Use specific terms (ie., create, analyze, interpret, apply, develop expertise) and avoid generic terms (ie., learn, understand, experience).	
Learning Outcomes Consider completing the sentence: "After completing this training learners will be able to..." Use operational verbs (ie., summarize, explain, apply, create) and avoid generic terms (ie., understand).	
Estimated Learner Time Engagement (and flexibility) Approximate time in hours for learners to complete the training. Includes time watching videos and doing assessments.	
Target Audience and learner needed background Level, type of vehicles, group size if relevant, years of experience, etc.	
Relevance for participant (or participant organisation)	
Equipment requirement	
Language	
Precise what is included in training Including type of certificate	



MODULE	CONTENT TYPES (list all to be included)	ASSESSMENT TYPE (list all to be included)	ESTIMATED LEARNER ENGAGEMENT TIME

LOGISTICS	
Training format: self paced, live or hybrid	
Estimated launch date	
Training staff Once the training launches, who should be contacted regarding any issues?	
Pricing plan	
Other	