

Project Title

Chart Your Course: Sailing to Captain Confidence

Problem to be Addressed

New and aspiring sailors often struggle with motivation and clarity when progressing beyond beginner-level sailing certifications. They are often unable to visualize a clear path towards their end goal, and many don't consider the boat club option. They often underestimate the time and effort and money it takes to own a boat and fail to see the different learning curves in sailing. Many complete ASA 101 and don't understand the costs and benefits of both pathways with progression and learning being stalled. New sailors are uncertain about what they're capable of after just a few classes at our school, or how to envision themselves captaining their own charter boat on flotillas to places like the San Juan Islands, Gulf Islands, and beyond, with classes and motor-skill practice on our boats. Without a compelling, curiosity-driven vision and structured pathway, progression stops.

Project Description

This self-paced, story-rich e-learning module will use visual storytelling, scenario immersion, social learning from a video of my own path towards mastery, and immersive 360-degree photos with videos to drive curiosity and capability. Learners will be invited to imagine not just completing ASA courses, but to envision life-changing experiences as a charter captain sailing with friends and family across international waters. The course will guide them from dreaming, to planning, to action, layering in both self-discovery and technical competence, and end with a next-step plan that aligns with ASA progression up to 104 and beyond.

Roles and Responsibilities

Learning Designer: Jason Boursier

- Instructional strategy, visual design, content development, and video production.

SME: Captain Stephen Frankland, ASA-certified instructor and Owner/Operator Island Sailing Club. Will help determine scenario realism and path alignment with ASA 101–104 standards.

Stakeholders: Students and members of Island Sailing Club and broader community of adult sailing learners seeking transformative experiences in Portland, OR and beyond.

Support Contributors: Peer testers and aspiring sailors providing feedback and reflection inputs.

Preliminary Project Details

Target Audience: Curious adult learners interested in skippering small and large sailboats to grow confidence in docking/maneuvering in windy conditions, and practicing their motor-skills, ASA 101/103 graduates, and sailing club members seeking to go further in their sailing career.

Project Goal: To help inspire ASA-level learners to pursue mastery and captaining by visualizing personal transformation and preparing a next-step sailing roadmap through immersive storytelling and modular AI-guided learning.

Platform: Articulate Storyline 360, hosted on Review360 or club LMS.

Deliverables

- Interactive 10–15-minute module with branching logic
- Visual charter roadmap connecting ASA 101–104 to real-world destinations
- Video intro: “The First Time I Chartered a Boat in Canada”
- Drag-and-drop ASA checklist builder + downloadable personalized plan
- Micro-scenario simulations: knot tying, anchoring, emergency calls
- Exportable PDF: “My Charter Captain Confidence Plan”

Instructional Strategy

Module Flow:

1. **Welcome & Why It Matters** – Introduce the dream: sailing in Canada, Tahiti, or BVIs with loved ones.
2. **Curiosity Activation** – Branching prompt: “Where do you want to sail? What stops you?” Introducing the Growth Mindset.
3. **Visual Pathway Map (ASA 101–104 → Charter Ready)** – Toggle between ASA milestones and flotilla goals.
4. **Scenario Challenge: Build Your Sailing Club Boat Plan** – Provision, crew, route, simulate a sailing club membership experience.
5. **Costs of Owning a Boat vs. Sailing Club Membership Experience** – Labeled graphic interaction showing costs.
6. **Boat Comparison Slide:** Monohull vs. Catamaran vs. Trimaran

7. **Scenario Practice:** Emergencies, Docking, and Crew Prep
8. **Captain Confidence Builder:** Drag-and-drop checklist + timeline selector
9. **Final Slide: "Are you ready to Invite your Crew"** Recommendation for learners to pass this course along to their friends.

Tone and Vision

This course will be about transformation through possibility. It will bring professionalism and personal storytelling together to spark movement and inspiration beyond static ASA progress. Learners will go beyond just mastering terms; they will see themselves captaining and “Thinking like a Sailor”. The course will combine emotion, visualization, and technology to help them prepare for journeys they haven’t even dreamed of yet and give them a clear path to success where more traditional explanations often fail.

The final layer of competence will instill a bit of technical readiness with essential knowledge to practice and an exportable action plan tied to real certifications and experiences. The closing invitation isn’t just a quiz; it’s an open call: *“Where will you go next?”*