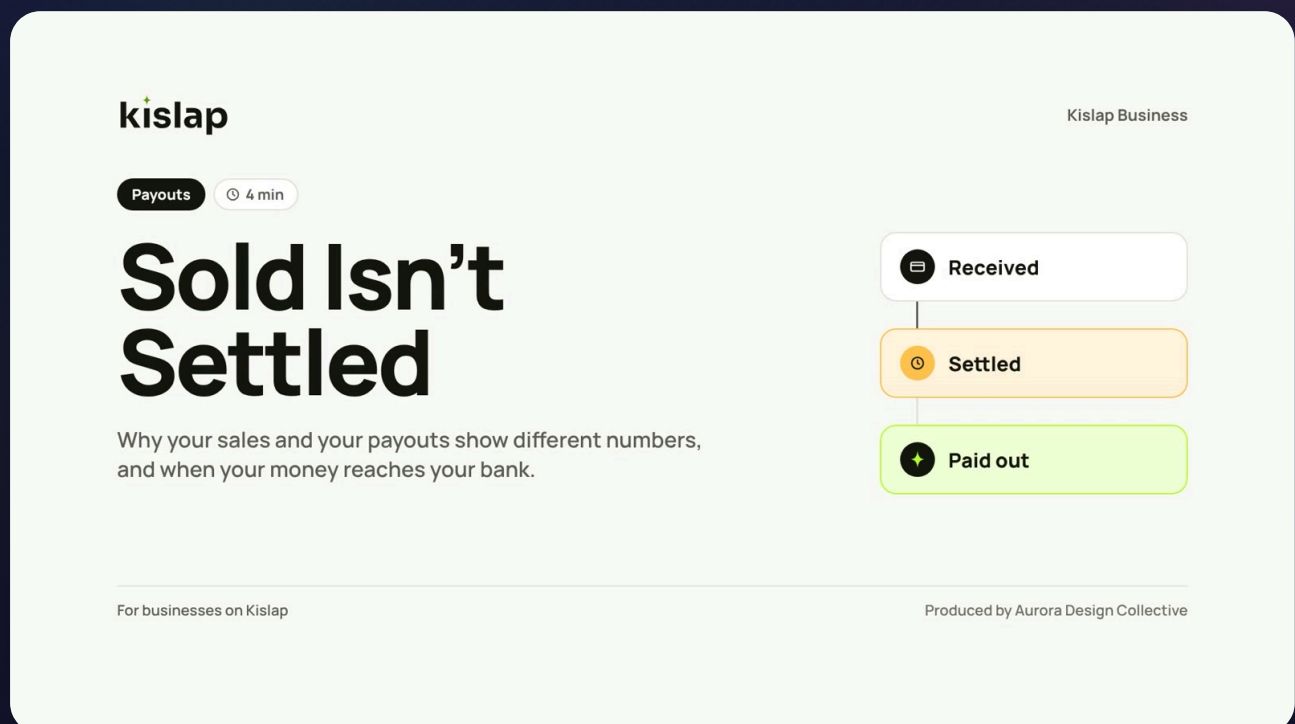


Sample design document · Concept course

# Sold Isn't Settled

Kislap Business



A 3:56 explainer for small businesses selling through Kislap: why sales and payouts show different numbers, and when the money reaches the bank. Built to answer the question before it becomes a ticket.

**Concept course.** Kislap Business is a fictional brand. ADC designed and produced this video to show its process. Audience details, the source text and the evaluation plan are written by ADC as realistic samples, not client data.

## 1. Project summary

|                            |                                                                                          |
|----------------------------|------------------------------------------------------------------------------------------|
| <b>Business problem</b>    | "Where's my money?" is the question sellers ask most; each one becomes a support ticket. |
| <b>Audience</b>            | Small businesses selling through Kislap (the provider's customers, not its staff)        |
| <b>Behaviour to change</b> | Read the payout report and plan around the payout clock before contacting support        |
| <b>Format</b>              | Captioned motion graphics with app and dashboard screens                                 |
| <b>Runtime</b>             | 3:56, plus 3 self-check questions                                                        |
| <b>Delivery</b>            | Help-centre MP4, onboarding emails, optional SCORM for partner training                  |
| <b>Success measure</b>     | Fewer "where is my payout" tickets; help-centre completion rate                          |

## 2. Audience analysis

|                             | Assumption                                | What it means for the design                                |
|-----------------------------|-------------------------------------------|-------------------------------------------------------------|
| <b>Who</b>                  | Small business owners, not trained staff  | Plain words, no internal terms, one relatable seller (Bea)  |
| <b>Setting</b>              | Phone, sound often off, a moment of worry | Captions on by default, under 4 minutes, opens on the worry |
| <b>Prior knowledge</b>      | Knows their sales total                   | Start from the two numbers they can already see             |
| <b>What gets in the way</b> | Assuming something is missing             | "Nothing is missing. It's moving." in the first 20 seconds  |
| <b>Constraints</b>          | Not a training audience; no LMS           | Self-check, not a scored quiz; a checklist to keep          |

These are ADC's assumptions for a concept course. With a client, they come from the discovery call and two or three conversations with the people who will watch it.

### 3. Performance goal and learning objectives

**Performance goal:** Sellers who see a payout smaller than their sales check the payout report and the payout clock first, and contact support only for a hold or a missed payout.

After the video, viewers will be able to:

1. **Three numbers:** Tell sales, settling and paid out apart on the dashboard.
2. **Three stages:** Name the three stages a payment moves through.
3. **The clock:** Work out when a sale reaches the bank, weekends and holidays included.
4. **Read the report:** Read a payout report to explain a smaller payout.
5. **Wait or act:** Know which payout problems need time and which need action.

### 4. Content outline and framework

Every payment moves through three stages: **Received** → **Settled** → **Paid out**. The first is instant; the other two follow a clock the seller can plan around.

| Time      | Scene                          | Teaches                   | Key line                                                                    |
|-----------|--------------------------------|---------------------------|-----------------------------------------------------------------------------|
| 0:00–0:19 | Bea's weekend                  | Why it matters            | "Nothing is missing. It's moving."                                          |
| 0:19–0:48 | Three numbers                  | Sales, settling, paid out | "Each one measures something different."                                    |
| 0:48–1:08 | Three stages                   | The framework             | "Received is instant. Settled and paid out follow a clock."                 |
| 1:08–1:40 | The payout clock               | When it arrives           | "Bea's Saturday and Sunday sales count as Monday's, and settle on Tuesday." |
| 1:40–2:46 | Five reasons, and Bea's report | Wait or act               | "One and two only need time. Five needs you."                               |
| 2:46–3:36 | Three habits                   | Read the payout           | "Read the payout, not the sales."                                           |
| 3:36–3:56 | Three things to keep           | Recap                     | "Read the payout report before you worry."                                  |

**Left out on purpose:** Card-network settlement, interchange and chargeback rules. Sellers need the clock and the report, not the plumbing.

## 5. Self-check map

Every objective is taught by a scene and checked by a question; each wrong answer is a mistake a real seller would plausibly make.

| Objective          | Taught in | Checked by                                                                        | Distractor logic                                                                                  |
|--------------------|-----------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| 1. Three numbers   | 0:19–0:48 | Q2: Your payout is ₱500 less than that day's sales. Where do you look first?      | "Your sales dashboard" is the distractor: it is where the worry started, not where the answer is. |
| 2. Three stages    | 0:48–1:08 | Q1: A customer pays on Saturday at 3:00 PM. When does that money reach your bank? | Answering it means walking the payment through received, settled and paid out in order.           |
| 3. The clock       | 1:08–1:40 | Q1: When does Saturday's payment reach your bank?                                 | "Within the hour" and "Sunday" are what sellers assume; "Tuesday after 2:00 PM" is the clock.     |
| 4. Read the report | 2:24–2:46 | Q2: Where do you look first?                                                      | Choosing "Kislap support" first is the ticket the video exists to prevent.                        |
| 5. Wait or act     | 1:40–2:24 | Q3: A payout says On hold. What do you do?                                        | "Wait two banking days" is the right answer for a delay and the wrong one for a hold.             |

**Design note:** Self-check, not a scored quiz: viewers are customers, not trainees. The optional SCORM version scores the same three questions for partner staff.

## 6. Design rationale

Four decisions shape the video, each tied to a principle an L&D reviewer will recognise.

| Decision                                  | Why                                                                                                          | Principle                         |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Open on the worry, then defuse it. (0:00) | The first 20 seconds show the two numbers that cause the ticket, then say "Nothing is missing. It's moving." | Problem-first framing             |
| Teach a clock, not a policy. (1:09)       | Daily batches, banking days and the 2:00 PM payout are drawn as a week the seller can plan a restock around. | Visual timeline as a mental model |

| Decision                                      | Why                                                                                                                                                    | Principle                                   |
|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>Sort problems into wait or act. (2:15)</b> | Five reasons are grouped as "only needs time", "check the report" and "fix it in Settings", which is the decision a seller actually makes.             | Categorising for a decision                 |
| <b>Reuse the staff-training kit. (All)</b>    | The same design system and screens as Kislap's agent modules, so support staff and sellers hear one explanation at a fraction of a first build's cost. | One consistent explanation across audiences |

**Process:** ADC's Discover → Structure → Visualize → Produce → Review → Deliver flow, mapped to ADDIE, with SAM-style review rounds at script, storyboard and draft cut.

## 7. Script and storyboard excerpt

A dense source passage became short script lines, one action each.

**Source passage** (sample written by ADC for this concept course):

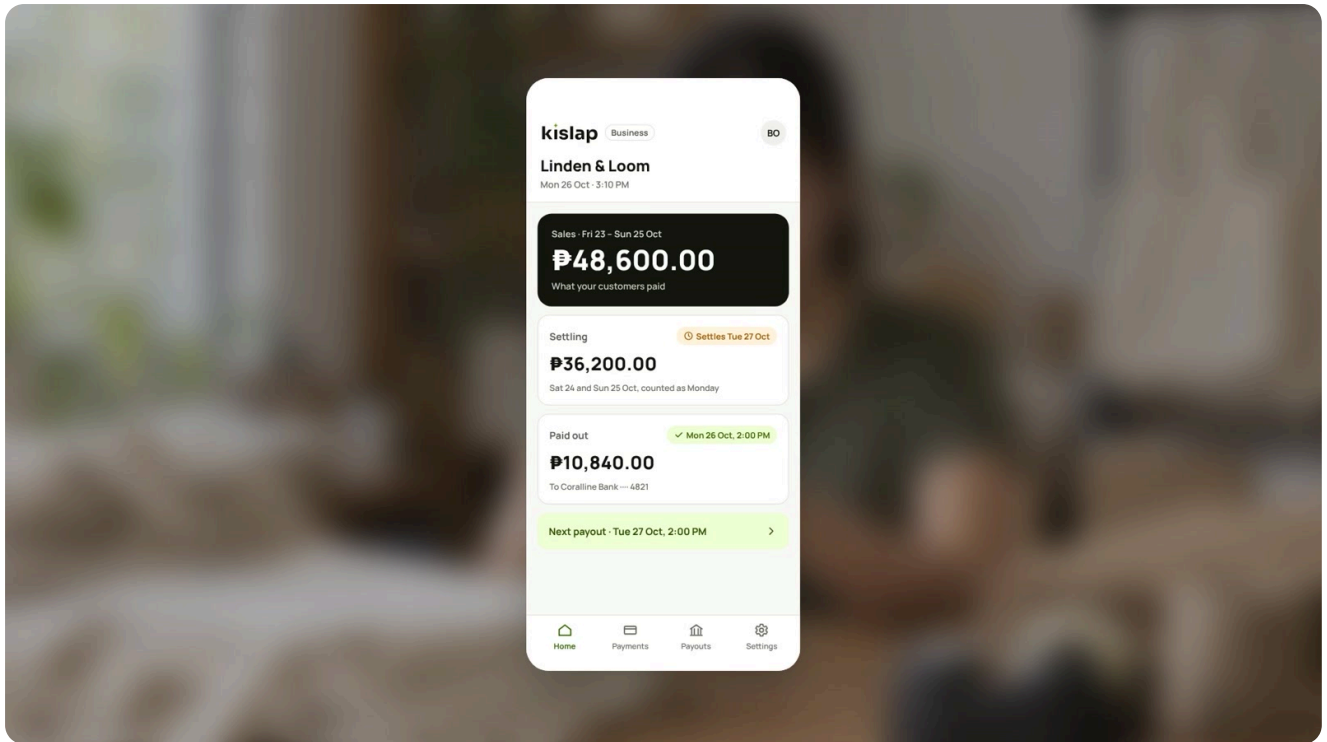
Merchant Terms, Schedule C: Settlement and Payouts. Card and wallet transactions are aggregated into a daily settlement batch with a cut-off of 23:59 PHT. Batches settle on the next Banking Day. Transactions captured on non-Banking Days are deemed captured on the next Banking Day. Net settlement amounts, after deduction of the Merchant Service Fee (2.5%), refunds and dispute adjustments, are disbursed at 14:00 PHT on each Banking Day. Disbursement may be suspended where the Merchant's payout account or verification status requires remediation.

| Source says                                                                                                                                           | Script says                                                                                                          | Objective       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Card and wallet transactions are aggregated into a daily settlement batch with a cut-off of 23:59 PHT. Batches settle on the next Banking Day.</b> | Kislap groups each day's payments into one batch, which closes at 11:59 PM. A batch settles on the next banking day. | The clock       |
| <b>Transactions captured on non-Banking Days are deemed captured on the next Banking Day.</b>                                                         | Weekends and holidays aren't banking days. Payments made then count as made on the next banking day.                 | The clock       |
| <b>Net settlement amounts, after deduction of the Merchant Service Fee (2.5%), refunds and dispute adjustments...</b>                                 | Kislap takes 2.5% before paying out. A refund you issue, or a dispute you lose, comes out of your next payout.       | Read the report |
| <b>Disbursement may be suspended where the Merchant's payout account or verification status requires remediation.</b>                                 | A payout on hold usually means your bank details or verification need attention. Fix it in Settings.                 | Wait or act     |

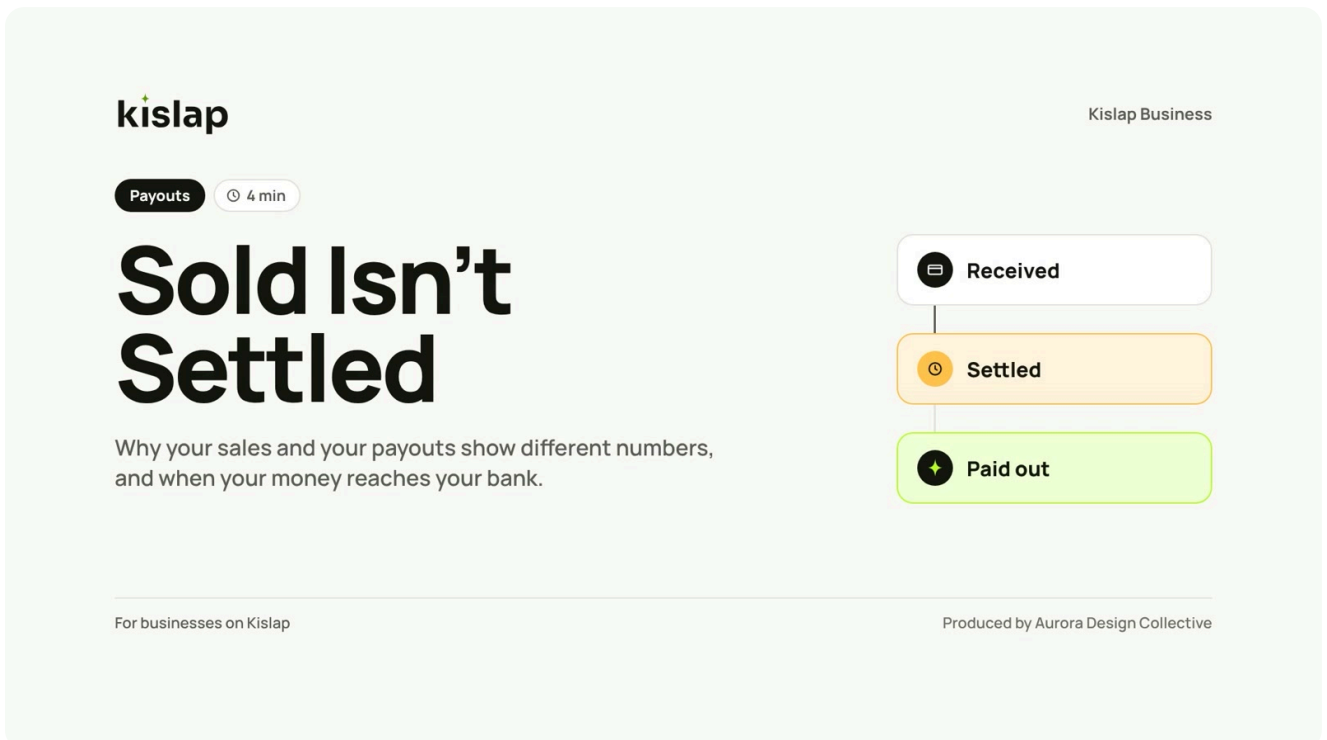
**Rewrite rules used:** legal terms become dashboard words; times move to the 12-hour clock sellers use; every rule ends with what the seller can do.

## Storyboard excerpt (stills from the final video)

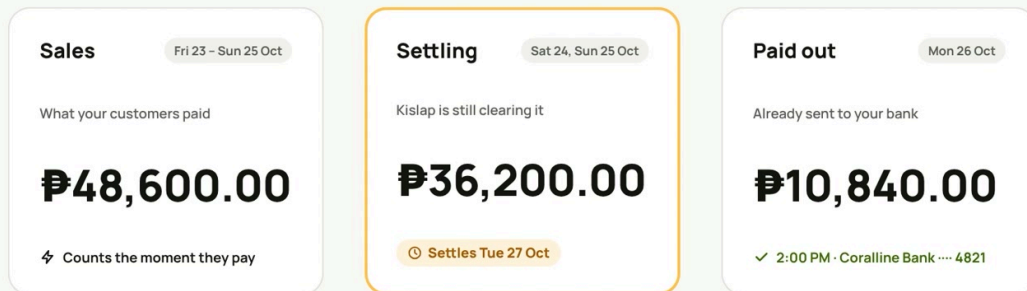
**0:06 · The worry.** Bea's phone: ₱48,600 in sales, ₱10,840 paid out. *Narration:* "Her bank says ten thousand, eight hundred forty." *On screen:* Sales · Settling · Paid out.



**0:20 · Title.** Title card with the three stage chips. *On screen:* Sold Isn't Settled.

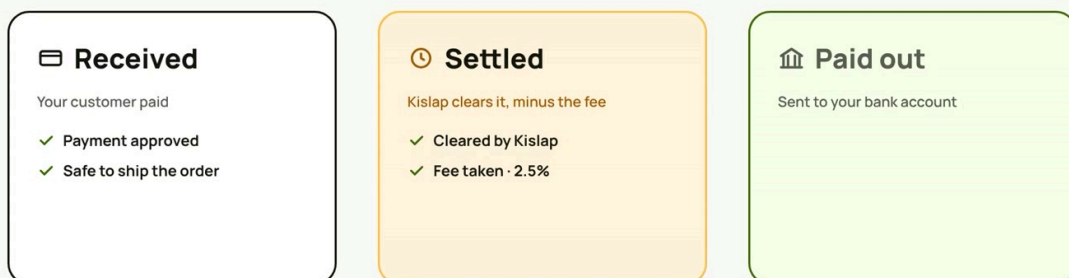


**0:43 · Three numbers.** Sales, Settling and Paid out side by side. *Narration:* "After a busy weekend, Sales runs ahead." *On screen:* ₱48,600 · ₱36,200 · ₱10,840.

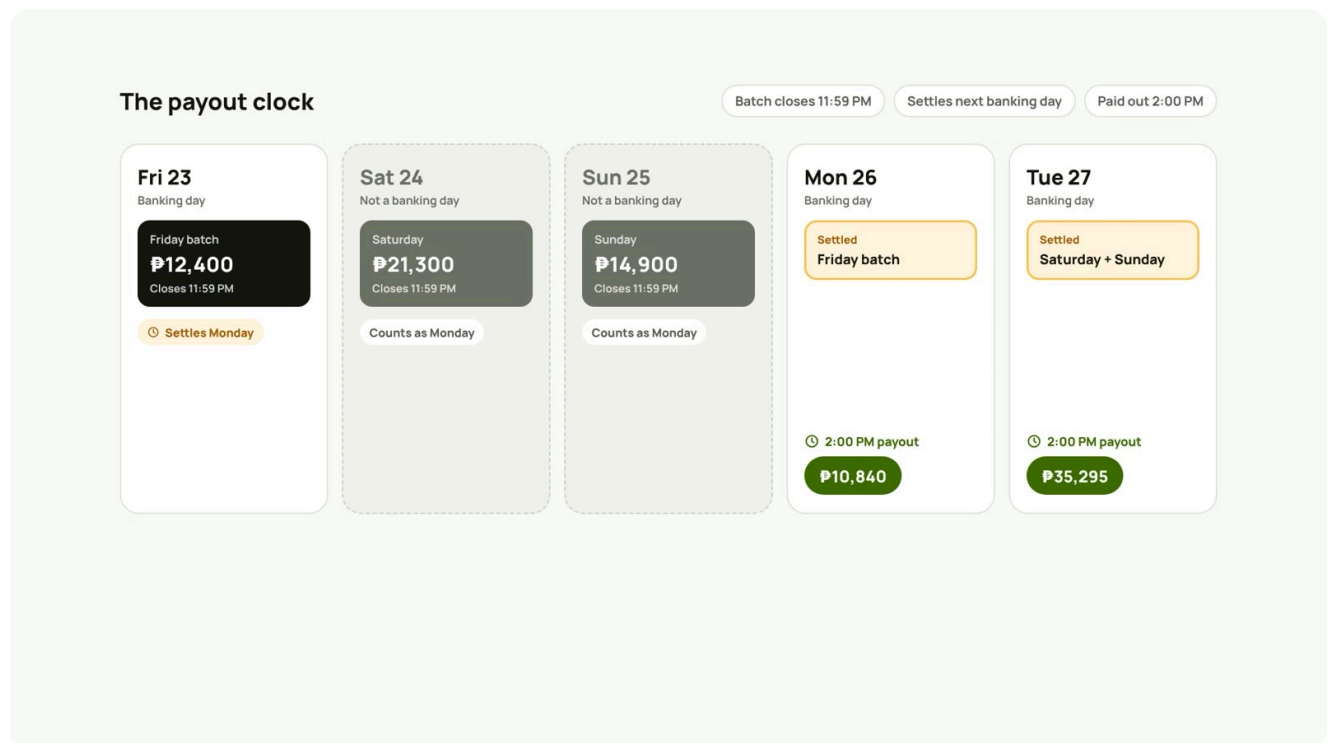


**1:01 · Three stages.** Received, Settled, Paid out, each with what it means. *Narration:* "Kislap has sent your balance to your bank account." *On screen:* Every payment moves through three stages.

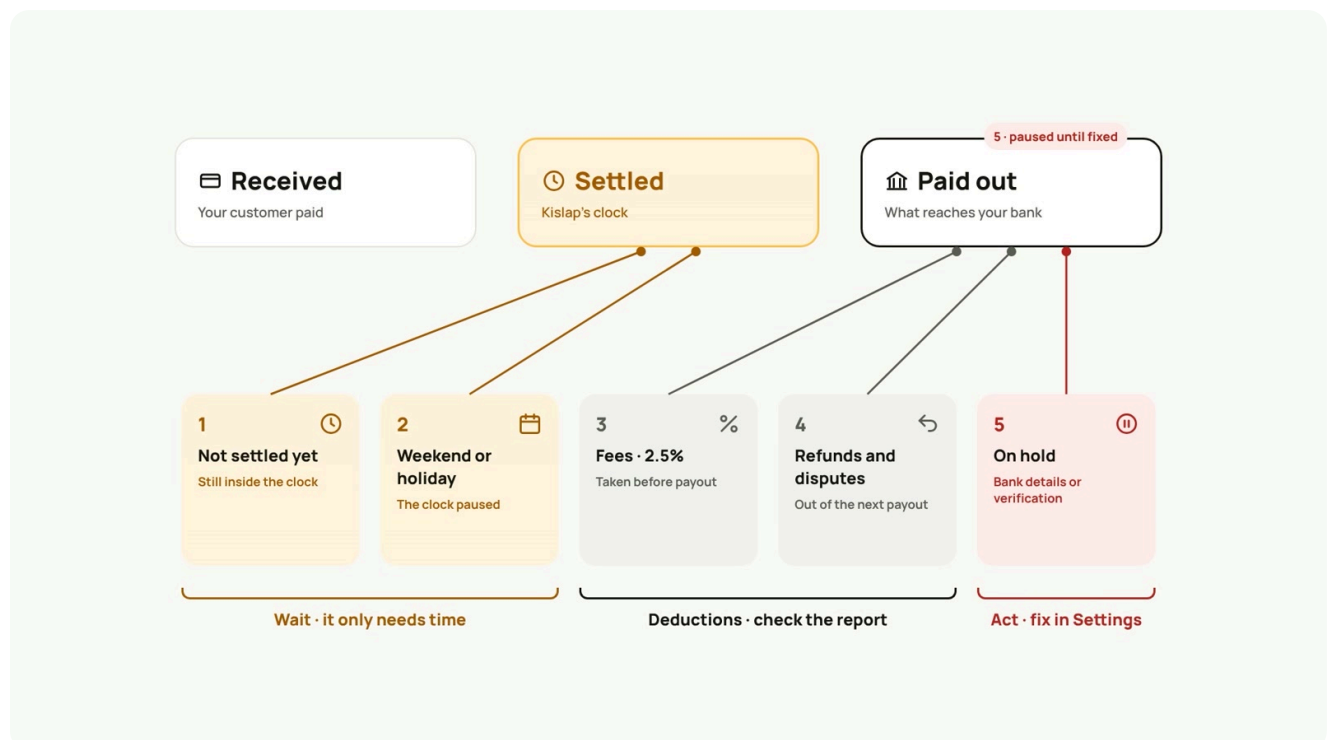
Every payment moves through three stages



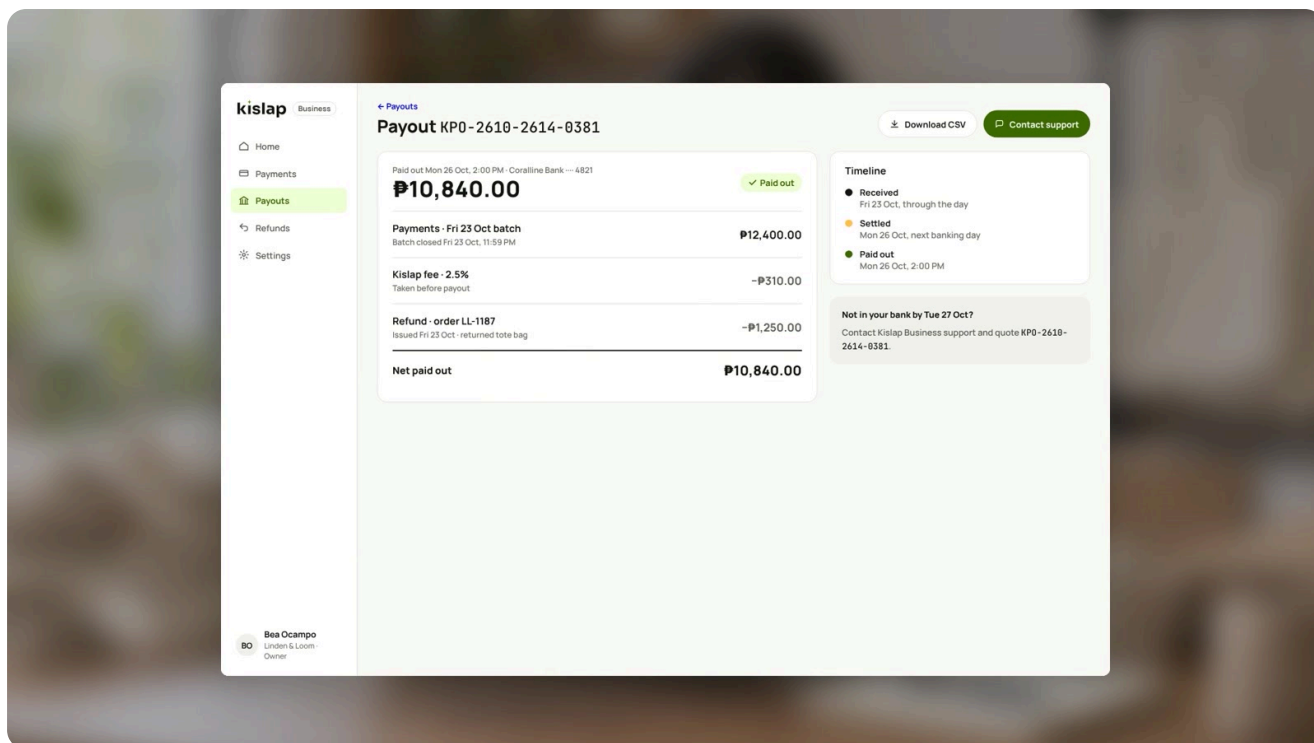
**1:32 · The clock.** Friday to Tuesday as a week of batches and payouts. *Narration:* "Payouts go out at two P.M. on every banking day." *On screen:* The payout clock.



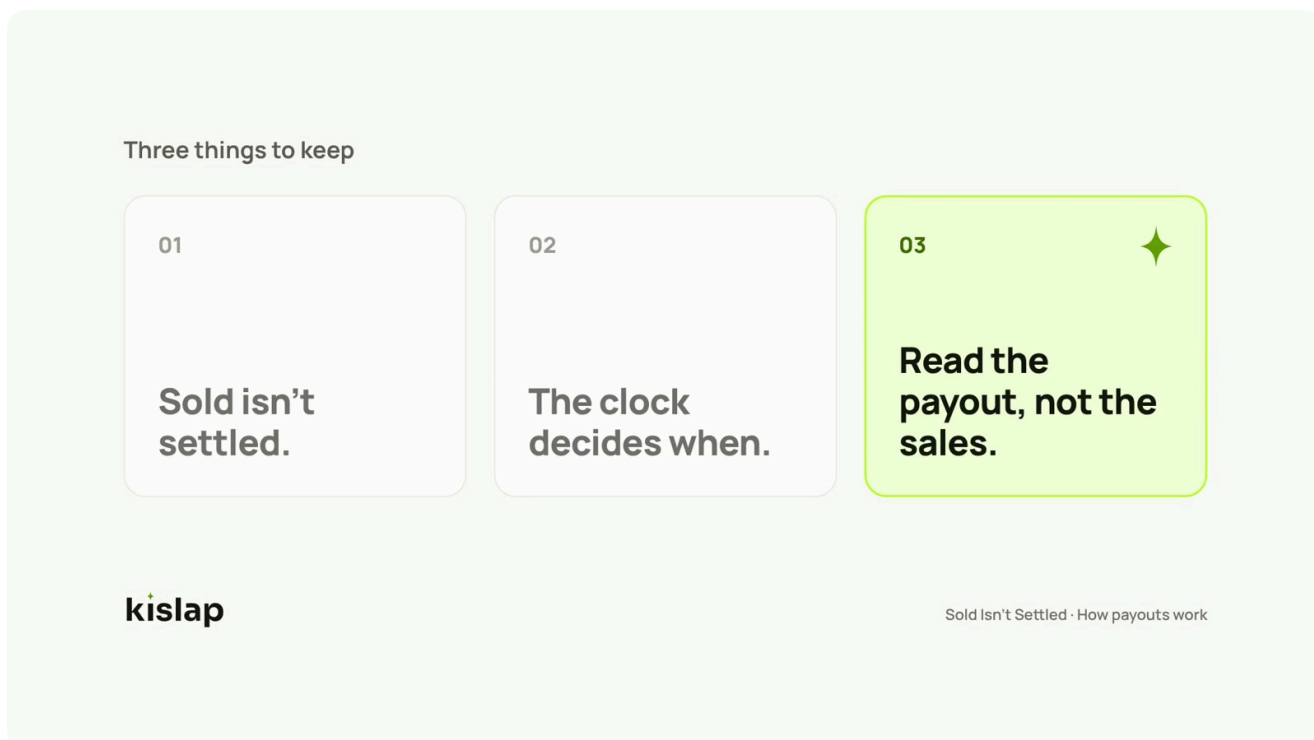
**2:26 · Five reasons.** Five reasons grouped as wait, deductions and act. *Narration:* "Five needs you: fix it in Settings." *On screen:* Wait · Deductions · Act.



**2:57 · The report.** Bea's payout report on the dashboard. *Narration:* "Every payout report lists the batches inside it, the fees, and the refunds." *On screen:* Payout ₱10,840.00.



**3:46 · Recap.** Three cards, the last highlighted. *Narration:* "And read the payout report before you worry." *On screen:* Read the payout, not the sales.



## 8. Delivery and evaluation plan

### Delivery setup

| Setting          | Value                                                              |
|------------------|--------------------------------------------------------------------|
| Primary delivery | Help-centre MP4, captions on by default                            |
| Also in          | Onboarding emails; can be cut square or vertical                   |
| Self-check       | 3 questions under the video, not scored                            |
| Optional         | SCORM 1.2 version that scores the same questions for partner staff |
| Extras           | One-page payout checklist (PDF)                                    |

**Accessibility:** captions on by default (SRT and VTT), full transcript, on-screen text kept to short labels, checks usable by keyboard and touch.

**Evaluation plan** (recommended measures, not results; concept courses have no viewers yet):

| Level        | What to measure                                       | Source                | When                     |
|--------------|-------------------------------------------------------|-----------------------|--------------------------|
| 1. Reaction  | "Did this answer your question?" yes/no               | Help-centre widget    | On every view            |
| 2. Learning  | Self-check answers, first try                         | Help-centre analytics | First 30 days            |
| 3. Behaviour | "Where is my payout" tickets per 1,000 active sellers | Support desk tags     | Before and 60 days after |
| 3. Behaviour | Payout holds fixed within one banking day             | Payouts data          | Monthly                  |

The business case is the ticket rate: the video should take the most common question off the support queue.

### Working with ADC

Every ADC project starts with a document like this one, agreed before production begins. Your experts give a kickoff call, one script review and one review per draft; ADC handles structure, script, visuals, production and delivery, with one point of contact.

Book a 30-minute discovery call at [aurora-dc.com](https://aurora-dc.com) to see which of your repeat training topics would gain most from being built once.