

Humentum Simulation Design Process

- 1) Create a **Situation Map** From Client's Perspective
 - a) Understand the Environment
 - b) Identify Specific Initiatives / Challenges / Issues (Environment Report)
 - c) Identify Key Stakeholders and their Perspectives
- 2) **Scorecard Design**
 - a) Identify Desired Outcomes / Success Criteria (Scorecard)
 - b) Determine Simulation Length (Desired Minutes of Playtime / Number of Rounds)
- 3) **Tie Scorecard** to Existing Program Framework
 - a) Identify Existing Program **Learning Objectives**
 - b) **Align / Tie Learning** Objectives to Scorecard
- 4) Write **Key Events / Best Path**
 - a) Write at least Three Scenarios for each Scorecard Item
 - b) Write Choice Options for each Scenario (Single / Multiple Choice, Priority Order, Fill in Blank, etc.)
 - c) Identify Best Path (How sim will Play if all Best Choices are Selected)
 - d) Write Feedback for All Choices (Written to be Instructive of / tied to Learning Objectives)
 - e) Write Consequence Events for Key Decisions (About 20% of Choices)
 - f) Write Divergent Paths (For Critical 10% to 20% of Choices)
 - g) Trigger All
 - h) This is the Simulation Alpha. With exception of associated media, it IS the functional simulation.
This **Rapid Prototyping** process allows clients to actually "Play" functional work in progress.
- 5) Simulation **Alpha Review**
 - a) Provide Simulation Alpha for Client Review (Alpha Review)
 - b) Based on Feedback, Make Additions, Deletions, Changes, Corrections as Necessary
- 6) Develop **Storyline** and Storyboard the Simulation.
 - a) Add Storyline Events (Events that fill in or Complete the Storyline).
 - b) Develop "support" materials (e-mails, reports, budgets, etc.)
- 7) Complete **Scoring / Triggering**
 - a) Score All Events
 - b) Write any Score Triggered Consequence Events
- 8) Add **Media**
 - a) Sound
 - b) Pictures / Video
 - c) Links
- 9) **Reality Upgrade**
 - a) Stagger Events so that Consequences do not Directly Follow Causal Event (Adds feel of Reality)
 - b) Add Events that Announce or Allude to the Passage of Time (Adds feel of Continuity)
 - c) Add Interruption / Flash Events (Events that divert the attention or interrupts a smooth flow)
 - d) Add Distraction Events (Events that provide information that may distract)
 - e) Add Rumor Mill Events (Events that allow insight into corporate drama)

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- f) Develop one or two humor theme(s) and add humor to events as appropriate
- 10) **Ensure Coordination** of Sim with Course Materials
 - a) Adjust Verbiage to Align with Course Materials where Necessary
 - b) Add Participant Manual References to Feedback where Necessary
- 11) **Beta Test** Simulation With Client
 - a) Review and Approve Storyline
 - b) Spelling and Grammar Proof
 - c) Initial Client Review (Client Feedback)
 - d) Revisions
 - e) Final Client Approval
- 12) Final **Launch**