

Simulation Creation Bootcamp

Brady Adams
VP of Product
– Stukent Inc.





Brady Adams

brady.adams@stukent.com or

www.linkedin.com/in/brady-adams-stukent

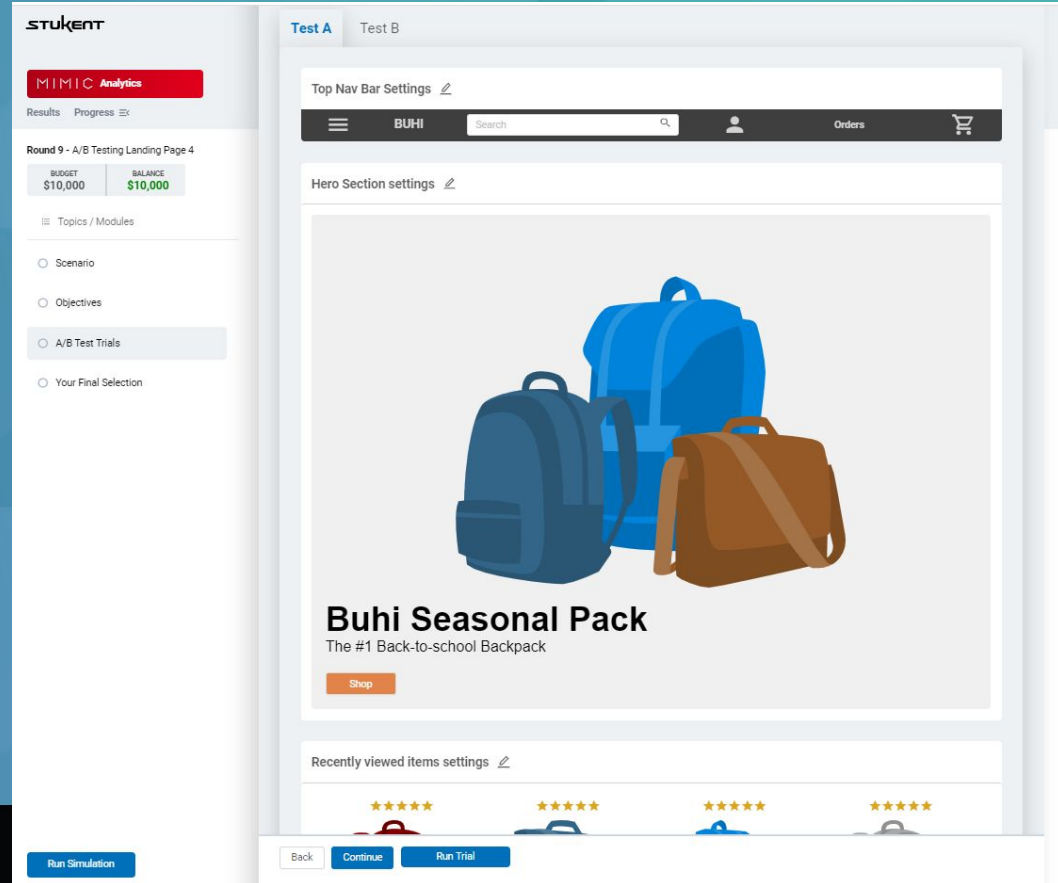




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Help Educators Help Students Help the World



“Your Resume Needs You to Be Here”

-Brady Adams

Leveraging Simulation to Bridge the Gap

- We all play a role in preparing students for the workforce
- Academia (Learning Objectives) & Industry (Real-World Skills)
- Robust resume with real-world experience and in-demand skills

My Story

- A resume needs to articulate who you are as a potential candidate

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Sim Brainstorming 101: Question to Connect the Dots

As we meet with a Subject Matter Expert (SME) we want to understand what we can do to make the simulation as true-to-life as possible.

- Learning Objective Questions
- Connection to Industry Questions
- Dream Big Questions

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Learning Objective Questions

What are the key Learning Objectives (LO) from your Course/Book/Topic?

What key LO are difficult to teach in a classroom setting?

What key LO are difficult to teach due to the length of the semester?
i.e. New Product Launch, Data, Established Website

What key LO are closely related to key job functions in industry?

How are you currently connecting academia and industry for these key LOs?

What key job responsibilities/skills are connected to your course LOs?

What are the key LO from your Course/Book/Topic that help your students strengthen their resumes?

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Whiteboard Session

- 5 Minutes



Connection to Industry Questions

What are the hands-on experiences/skills that internship providers wish your students had once they finish your class?

What are the repetitive day-to-day job functions do you want them to practice?

What industry tools or platforms can we mimic?

What are the real-world scenarios that they will face as they enter the workforce?

What skills do they need to be a quality candidate for an entry level job in their field of study?

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Whiteboard Session

- 5 Minutes



Dream Big Questions

What would your dream simulation look like?

What would your dream courseware bundle look like?

What are the successful in-class projects do you have and how could they be automated?

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Whiteboard Session

- 5 Minutes



Want to Engage More?



Buhi Supply Co. Ecosystem

We start with the learning objectives because they are the most important to both you and your students. However, we need an engaging, relatable company & product.

- What is the job title or job functions your students will hold in the workplace?
- Create a position or internship with our fictitious company Buhi Supply Co.

Buhi Supply Co. | Business Description

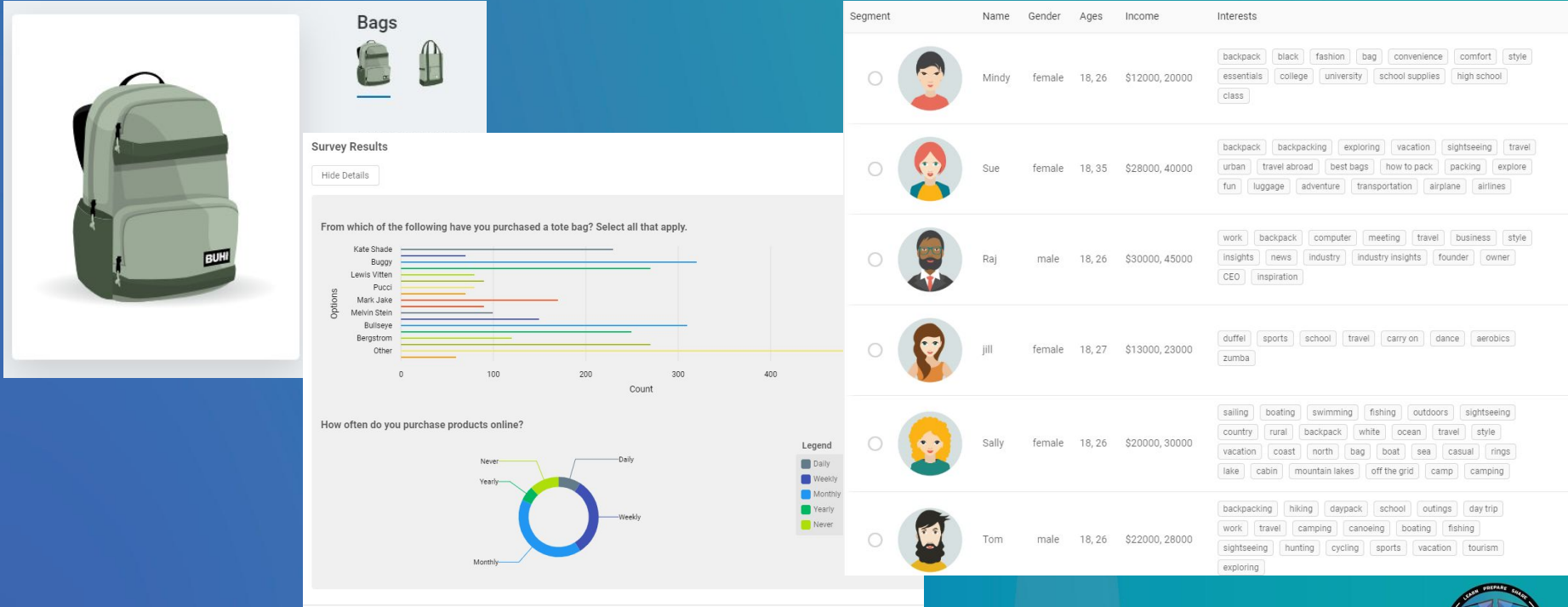
Buhi Supply Co. is an e-commerce and retail bag supplier. It specializes in backpack, purse, wallet, satchel, and duffel products.

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Buhi Ecosystem: Products, Personas, & Data



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Key Areas of Focus for Student Simulations

Student Interactions

Scoring

Student Results

Instructor Insights

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MIMIC Analytics

Results Progress

Round 3 - Basic Data Transformation

BUDGET \$10,000 BALANCE \$10,000

Topics / Modules

- Introduction
- Scenario
- Objectives
- Landing Page
- Sales
- Search Ad Campaign
- Analytics Report
- Budget Allocation

Landing Page

Recent inconsistencies and errors in Buhi's web data have made it hard to collect insightful information. You must clean the web data to move forward with your website analysis.

1 - Download Q1 Web Data

The web data contains the following data:

- Conversions
- Traffic

Q1 Web Data

2 - Perform Basic Data Transformations

- Remove extreme outliers
- Remove incorrect value formats (e.g., age = "twelve" instead of 12)
- Remove impossible values (e.g., age = 203 or state = Canada)
- Remove any date outside of Q1 2019 (e.g., date = 07/21/2019)

3 - Upload Cleaned CSV Files

Note: To remove outliers, impossible values, and incorrect values, **clear the individual cells, NOT entire rows**. After clearing a cell, simply leave it empty.

Upload Conversion Data

Accepted File Type(s): csv

- File must contain 6 columns with the names: 'ID', 'Landing Page', 'Date Range', 'Country', 'Ad Campaign Clicks', 'Converted Sales'
- File must contain 390 rows (+/- 10).

BUHI_LandingPageConversions - BUHI_LandingPageConversions.csv

Remove Select a Different File

Upload Traffic Data

Run Simulation

Back

Continue

Mimic App: Framework for Rapid Sim Development



Mimic App

Student Interaction made up by “Elements”

- Elements are interchangeable
- Configuration by our Product Owners
- Modify Text to match LO or Scenario

Connect Elements to Scoring for Unique Sim

- Smart Product Development Team
- Thoughtfully Constructed Framework
- Don't need to start from scratch

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STUKENT

MIMIC Marketing Principles

Results Progress

Round 1 - Market Research

BUDGET \$5,000BALANCE \$0

Topics / Modules

Scenario

Memo

Target Market Research

Outside Research

Run Simulation

Target Market Research

Select Survey Questions

Select from the list of questions below to create a survey. You may ask your audience eight questions (excluding demographic questions). Make this survey count! You won't have another opportunity to survey this audience prior to launching your new tote bag.

Select 8 items from the 80 available.

Questions

In the last year, how many tote bags did you purchase in a store?

Available ResponsesNone1-23-5Over 5

On average, how many tote bags do you purchase in a year?

Available ResponsesNone1-23-5Over 5

On a scale of one to five, how likely are you to purchase a tote bag? (One being least likely; five being most likely.)

Available Responses12345

On a scale of one to five, how likely are you to purchase a tote bag online? (One being least likely; five being most likely.)

Available Responses12345

Selected Questions 8/8

On average, how many tote bags do you purchase in a year?

Available ResponsesNone1-23-5Over 5

On a scale of one to five, how likely are you to purchase a tote bag online? (One being least likely; five being most likely.)

Available Responses12345

From which of the following have you purchased a tote bag? Select all that apply.

Available ResponsesKate ShadeFenciBuggyMike CorzLewis VintenChannelPucciBradaMark JakeBlueberryMelvin SteinKale HomBullseyeC.J. SaxiBergstromNew BlueOtherNone

How often do you purchase products online?

Available ResponsesDailyWeeklyMonthlyYearlyNever

BackContinue

Mimic App: Framework for Rapid Sim Development

Demo in our Staging Environment.



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Q&A

Thank You

Engage in Simulation Creation



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