

ISM Bicycles

Report on evaluation of game's scenarios and teaching notes

Description of group of testing people

Testing group consisted of 22 participants: 17 males and 5 females (6 teams of 3 people and 1 team of 4 people). They are currently working in various positions from IT experts to managers and administrators in various fields.

Date and place of testing

Test was performed at ISM University of management and economics on February 7th, 2014. Test was organized at university's computers room. Project and simulation environment was introduced. Each group received a simulation scenario printout as well as login instructions. All members of the group would login with same login to ensure that they all have access to the same information.

Results of survey

The participants of the pilot testing of the game filled in the game evaluation survey form. The survey consisted of 15 questions with comments and recommendations.

The chart below depicts the results of the carried out game evaluation survey.



Survey results represent positive feedback on this scenario of strategic management game. Most of the participants would like to participate in similar trainings and would recommend them to others. Participants of this testing session enjoyed it – they think it was interesting and engaging. Respondents also agree, that the scenario of strategic management game discusses important topic. Story, provided in this game scenario seemed to be comprehensive and clear for them. However, this scenario has some features and fields which should be improved. The clearness of the structure of tasks in the strategic management game got the lowest evaluation (3,14 points). This problem occurred when participants of this game scenario testing session tried to improve their profitability – they faced many difficulties trying to find the solutions for their problems. For this reason they think they could not improve their decision making and analytical skills during the session effectively enough. Survey shows that creating the possibility to gain new knowledge and to draw significant conclusions on running a company based on the strategic management game should be also improved.

How the survey results were implemented into the final version of scenario

Since testing session participants had troubles with their bicycles sales, this lead into several changes of the scenario. First of all, it was noticed that large and not adequate quantities of advertisement are necessary to sell the bikes (despite the random buyers which are function of the platform). Therefore ad channel influence figure and ad channel influence durations were adjusted to make adverts much more effective and having more impact with less quantity, because participants have indicated it was difficult to foresee how many adverts it is necessary to make impact on particular customer group.

There was also an issue with the prices of the products – changes of product prices did not make a significant impact on sales. Therefore it was decided to adjust maximum and preferred price of the product.

It was indicated that benefits and training of staff members is not adequate motivation for increment for productivity or sales. Therefore it was decided to increase these factors impact on productivity and sales.

Other issue that was indicated by respondents was the suppliers and relatively small differences between them. Therefore it was decided to change supplier point costs to make them more different and make these point costs directed to different quality factors and oriented towards different products.