

Building a Training Simulation in Runtime Revolution – (HyperCard on Steroids!)

It has been more than a decade since HyperCard was a viable development environment but many who develop electronic educational materials still remember it as an excellent tool in its day. At one large Ed-Media 2004 session addressing tools, the question was asked, ‘Where are our HyperCards for the 21st century?’

Runtime Revolution™ (<http://www.runrev.com/>) is a commercial development environment that many at Ed-Media would find useful. It authors and delivers on Mac, Windows, Linux and several Unix platforms. It has many similarities to HyperCard, it is based on the card metaphor, its scripting language is a superset of HyperTalk, & it uses a similar message passing hierarchy (e.g., button > card > stack). The package is sold at 3 levels of price-functionality, Educational, Studio & Enterprise.

This session will briefly present the Revolution basics then demonstrate in some detail its enhanced features (tables, object editors, & its ‘Director-like’ frame-based animation tool). These product features, along with example scripts will be demonstrated by exploring a training simulation on industrial marketing that the presenter is developing.

The simulation described is the marketing module of an entrepreneurial training. We will present an overview of its concepts and features. It is being developed for use in the course ‘Marketing in a Technical Environment’, a four-credit graduate course focusing on new product development in industrial settings. We expect the first use will be in the fall term 2005 and will require about 2 to 3 hours to play the simulation. The simulation learning objectives incorporate best practices from the industrial marketing and NPD literature and our experience with clients at Rose-Hulman Ventures, an incubator at our Institute.

Simulation participants are placed in the role of an entrepreneur with limited time and money resources. Their goal is developing an initial idea into a product offered for sale. Participant tasks include, contacting customers to define product attributes, discovering customer employee roles in the buying process, and determination and evaluation of market segments. Participants learn about and use common marketing tools, such as interviewing, focus groups, surveys, trade shows, perceptual maps and market profile analysis. Their goal is to transform the idea into a product that meets customer needs before either competition or money resources become constraints. The simulation provides feedback indicating their accuracy in targeting segments, an estimation of success likelihood, and suggestions on how to improve their score.