

Instructional Game Design Document

Growing Your Customer's Business

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Executive Brief

Growing Your Customer's Business is a game that will introduce new hires to Hussmann's products and services. The game is a single-player computer-based simulation game. The player will see and navigate the simulated world by flipping through Articulate Storyline slides.

Because the game will be housed in the learning management system, the game can be played on a desktop, laptop, or mobile device. The player walks through the grocery store and interacts with customers and co-workers from a first-person perspective. The game is designed specifically for new sales employees, but any new employee will benefit from playing it if they are new to refrigeration or food retailing. Players will learn about different types of merchandisers, refrigeration systems, new technology in food retailing, our plant locations, and specialty products. With some help from Harry Hussmann, our company's founder, the player will become a Hussmann product expert. Together, they will help their customer, Big Bag of Savings, design ten new stores to meet their needs. Players will also have access to job aids about our products and services and our company website, hussmann.com, to help them throughout the game. There are five levels the player needs to complete, and each level will follow one scenario. The scenario will introduce the player to specific product lines, systems, and technology. Each level covers one learning objective, and the scenario on each level looks at five different aspects of food retailing in grocery stores. The next level is locked until the player successfully finishes the previous level. The player wins by selecting the best products or services that meet the customer's needs. If the player finishes the game with a positive customer satisfaction score of 300 points or higher, they win.

Learner Profile

This game is specifically designed for new entry-level sales employees. Katie Parvin is a 22-year-old recent college graduate starting her career at Hussmann as a sales trainee. Katie received her undergraduate degree in Business Administration, and this sales role will be her first corporate job. She is excited about her new role but has yet to gain sales experience and knows little about food retailing. As a part of her onboarding, Katie will complete rotations with different departments like the quotation, business development, and technician teams. She will complete store tours to learn more about the various refrigeration cases we sell. Katie wants to impress the sales team with her knowledge of Hussmann products. She knows her success as a sales representative will come from suggesting solutions to a customer's problems, so she needs to learn as much as possible. Katie would play this game to learn more about how each product can solve different problems for our customers. The more she knows about our products, the more she will understand during her onboarding rotations. Katie will play this game online by accessing our learning management system, Hussmann Institute Online. This game will be a part of her onboarding curriculum.

Instructional Framework(s)

The instructional framework I will use for my game is Gagné's Nine Events of Instruction. I wanted to choose a versatile framework that could easily organize complex information for my game. Spector (2012, as cited in Larson and Lockee, 2020) "cited Gagné's Nine Events of Instruction as one of three frameworks he feels have wide applicability for instructional designs" (p. 241). The following section demonstrates how Gagné's Nine Events of Instruction will be used for this game.

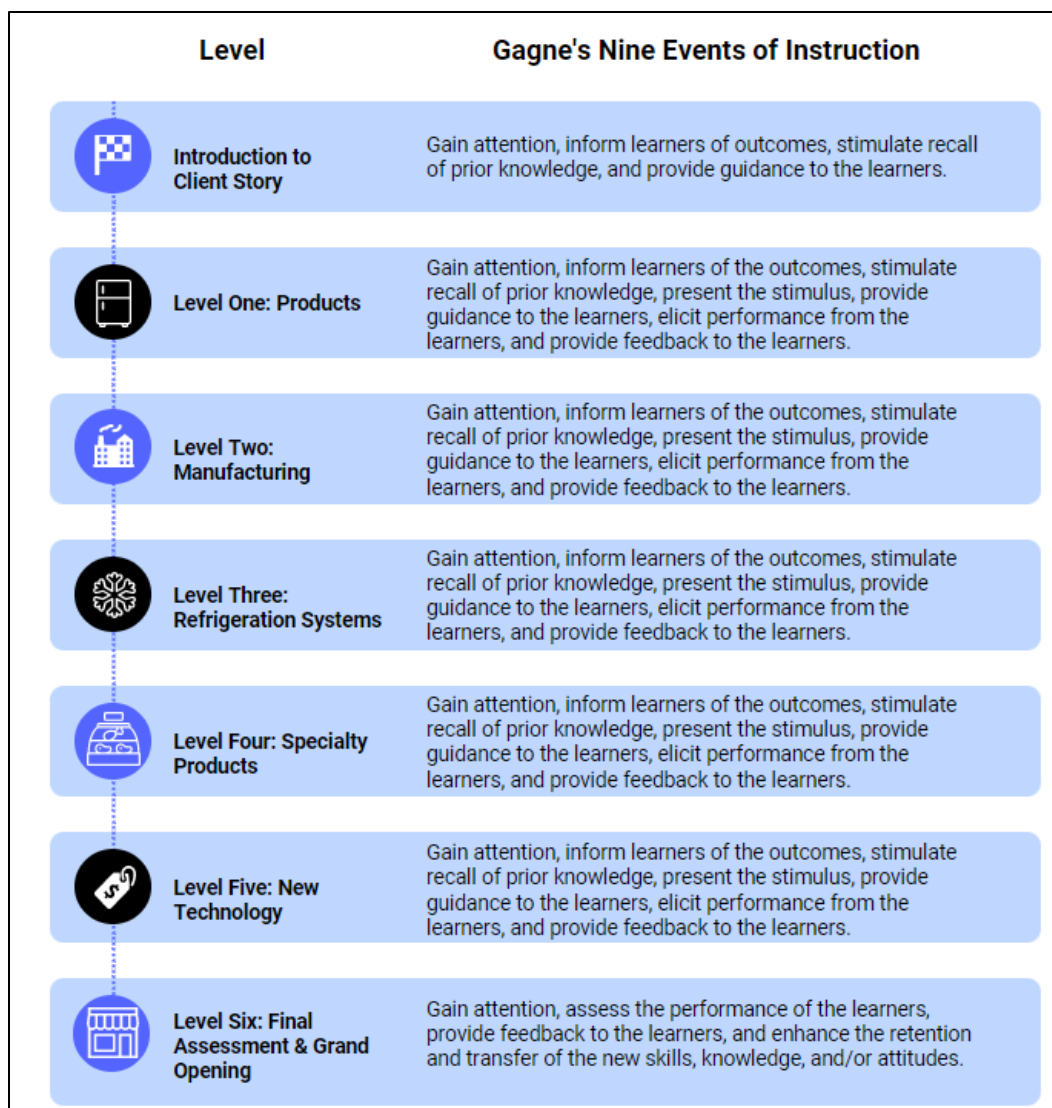
1. **Gain Attention** – The game will begin with the narrative and the mission of the game. The player will meet their customer and learn what is bringing the customer to Hussmann. The game will continuously gain the player’s attention when they meet with their customer at each level and learn about the next problem they need to solve. For example, our customer, Jerry, is funny and light-hearted. He has many ideas for the new stores and is excited to learn about what Hussmann offers. Shelley is not as happy to work with Hussmann because she wanted to work with our competitor, Phoenix Hill. She is often against Jerry’s and the player’s ideas and suggests that our competitor has superior products in the same product class. The player will also encounter an unexpected challenge the customer needs to solve. This will expose the player to other products and services Hussmann offers and teach how our manufacturing, service, and aftermarket parts departments work together to help our customers.
2. **Inform Learners of the Outcomes** – After the player has been introduced to the customer and the mission, they will be introduced to all learning outcomes using a learning journey at the beginning of the game. The learning journey will match the outcomes to each level and will be paired with images of current customer stores to give them a glimpse of our products.
3. **Stimulate Recall of Prior Knowledge** – The player will complete a mission on each level. Each level will focus on a critical area the customer wants to focus on. Most players are familiar with grocery store layouts but may not understand food retailing. To help the player retrieve prior knowledge, they will be prompted to recall times they have shopped at grocery stores. Some of the questions could include the following:
 - Did they notice doors and lighting on the merchandisers?
 - Have they purchased items from the deli?
 - Have they noticed that many grocery stores now have digital price tags?

These questions will remind the learner of their experiences at grocery stores.

4. **Present the Stimulus** – The player will learn about different products or services on each level to help customers open their stores successfully. After the player knows about the mission for their level, they will use their resources to research and determine the best solution for the customer. The information will be presented in video or self-paced format. For example, when learning about the plants and the products made at each site, the game will cut to a scene where they are introduced to the plant manager and are given a mini tour of the location. During this part of the game experience, the player will be exposed to high-quality graphics and environments, so the learning experience is as close to the real world as possible. Alexiou and Schippers (2018) argued that when the environment is more accurate and convincing, the player will more likely immerse themselves in the experience, potentially influencing their ability to apply this knowledge to the real world (p. 2552).

5. **Provide Guidance to the Learners** – The player will examine case studies from current customers to see examples or non-examples of how customers use our products to solve problems and engage customers.
6. **Elicit Performance from the Learners** – The player will use the knowledge learned to solve the problem scenario presented on each level.
7. **Provide Feedback to the Learners** – The player will receive immediate feedback on their product selections. Correct responses receive a positive customer satisfaction score, earning the player 100 points. Product selections that are not right or wrong receive a neutral customer satisfaction score and earn 50 points. Poor product recommendations will receive a negative satisfaction score, and the player will earn no points. The player will also have opportunities to collect bonuses throughout the game when the customer asks questions requiring them to recall knowledge from previous levels.
8. **Assess the Performance of the Learners** – The players will have an opportunity to repeat the process of recommending products at the end of the game using a different scenario as a final assessment. At the end of the game, the player will attend one of the store's grand openings to see the results of their choices.
9. **Enhance the Retention & Transfer of the New Skills, Knowledge, and/or Attitudes** – The player will be provided links to courses in Hussmann Institute Online that will build upon their current knowledge. They will also have the option to download job aids that remind them of our products, refrigeration systems, and technology so they can offer the best solutions to our customers.

The image below shows how Gagne's Nine Events of Instruction will be incorporated into the game.



Instructional Objectives

This game-based experience will accomplish five main objectives.

- The learner can identify our manufacturing sites and what they produce.
- The learner will be able to recognize and recommend the best merchandiser display cases to provide solutions to our customers.
- The learner can identify and recommend the best refrigeration system for the customer's needs.

- The learner can describe two or more specialty products that Hussmann offers to help attract and engage customers to high-profit store areas.
- The learner can identify one or more new technologies Hussmann offers to help our customers become more effective in a highly competitive retail environment.

Game Play Overview

The game is a single-player computer-based simulation game. The player will see and navigate the simulated world by flipping through Articulate Storyline slides. Because the game will be housed in the learning management system, the game can be played on a desktop, laptop, or mobile device. The player walks through the grocery store and interacts with customers and co-workers from a first-person perspective. In this game, the learner will help our customer, Big Bag of Savings, design ten new grocery stores. The learner will navigate the storyline as a Hussmann product expert and help Big Bag of Savings select the right products to meet their needs. They will learn about Hussmann's product lines and systems along the way with the help of our founder, Harry Hussmann. The use of Harry Hussmann as a virtual player was inspired by Gee's (2013) thoughts on virtual characters sharing knowledge and skills with real-world players to reduce the cognitive load (p. 19). Each grocery store area represents one level, and the learner can test their knowledge to move on to the next level. The ultimate test is to use the information they learned to recommend the right products to our customers. They win the game by selecting the right products and ending with a positive customer satisfaction score of 300 or above.

Narrative / Storyboards

Introduction

The game will begin with Big Bag of Savings' backstory. Big Bag of Savings is one of the Midwest's fastest-growing grocery stores and plans to open ten new stores within the next two

years. Historically, Big Bag of Savings has been like a neighborhood market, but now the company wants to transition to a supermarket format.

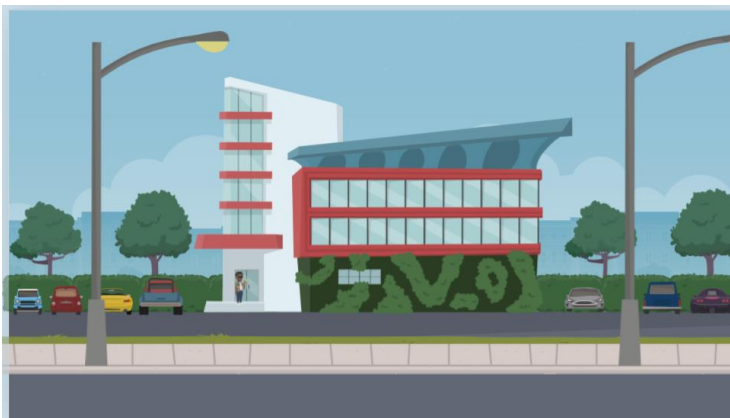
Current store look



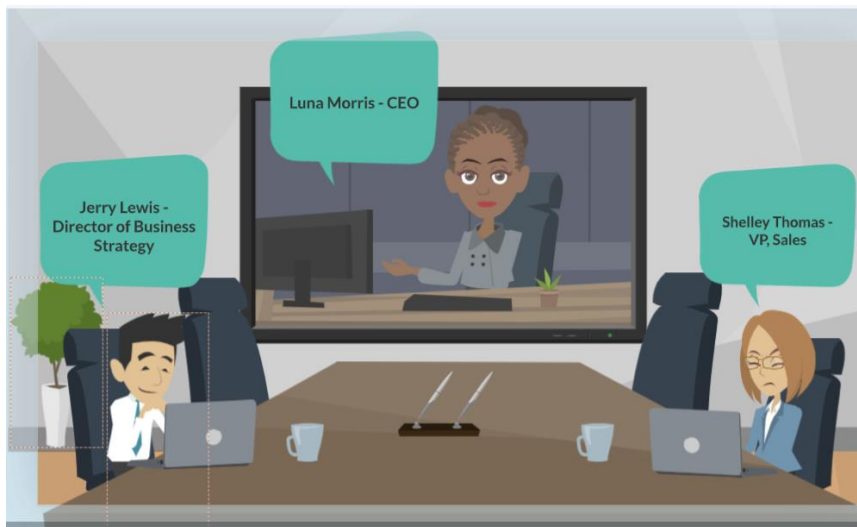
Future store look



Big Bag of Savings wants to partner with Hussmann because it is the most customer-focused brand in the food retailing industry. The player, a new Hussmann sales trainee, travels to Big Bag of Savings' corporate headquarters to meet with their team for the first time. As a new sales trainee, you are excited to work on this project and want to impress the customers and your manager. The player learns that their performance on this project can result in a promotion to Inside Sales Representative or Sales Manager.



The player has been assigned to work with Shelley Thomas, Vice President of Sales, and Jerry Lewis, Director of Business Strategy, to help design ten new stores. The player meets Shelley and Jerry for the first time at the beginning of the game. The player also meets Luna Morris, the company's CEO, who is out of the country and joining the meeting via Zoom. Shelley is reluctant to work with the player because she wants to use our competitor, Phoenix Hill. She expressed her frustration at the meeting and that convincing her that our products would suit the job would be hard. Jerry is excited to work with Hussmann because the company is innovative and customer-focused. He is funny and tries to lighten the mood when Shelley is negative.



Level One

The player will learn about the merchandisers' Big Bag of Savings will need for their new stores. Jerry is excited to learn how we can customize our merchandisers. Shelley is skeptical about how Hussmann can help Big Bag of Savings achieve the desired look. The player will learn about several merchandisers and then help Big Bag of Savings select the right merchandisers for the product categories and unique features they need. If the player selects the most customer-focused merchandiser, the player earns 100 points. If the player chooses a product that will work for the customer but is not the best solution, they earn 50

points. If the player selects a merchandiser that does not address the customer's needs, they will not earn any points. This will also earn a smirk and a few comments from Shelley because she believes we do not have the right products for the job. The player will receive feedback from Harry Hussmann on each product selection. The player moves to level two after completing their product selection and receiving feedback.

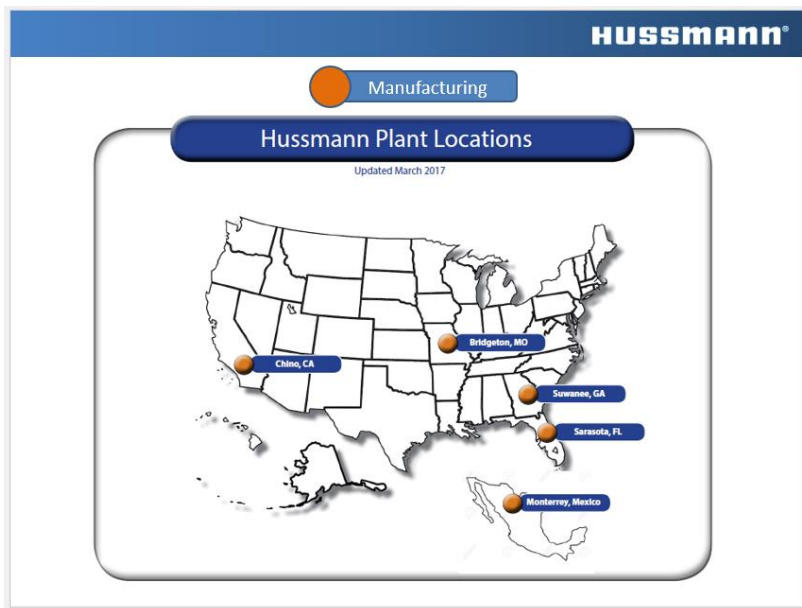


Level Two

Jerry and Shelley explain to the player that they need to know where the products are shipping from to plan accordingly. The player meets with the plant managers and tours each location to learn about the products made at each plant.



After the player meets with the plant managers, they return to Big Bag of Savings. The customer will ask four questions, and the player will respond by selecting the correct plant location on a map. If the player selects the correct answer, the player earns 100 points. If the player selects the wrong answer, they will not earn any points. The player will receive feedback from Harry Hussmann. The player moves onto level three once the player answers the customer's questions and receives feedback.



Level Three

Shelley and Jerry need to select the best refrigeration system for their stores. Jerry is interested in energy-saving products for rebates. Shelley adds that Phoenix Hill has some of the best energy-saving refrigeration systems on the market and that it might be better to see what they offer. The player must select the best refrigeration system that meets the customer's requirements and matches the chosen merchandisers in level one.

The screenshot shows the HUSSMANN website interface. At the top, the HUSSMANN logo is displayed. Below it, a blue button labeled 'Products' is visible. The main content area features two refrigeration systems. On the left, there is a large industrial unit labeled 'Parallel Racks'. To its right, an orange callout box contains the text: 'Parallel racks are large refrigeration central systems with several compressors located in a (usually) enclosed machine room that may be located on the store's rooftop or other location (store rear, mezzanine level)'. Below the Parallel Racks unit is a smaller, more compact unit labeled 'Protocol'. To its right, another orange callout box contains the text: 'The Protocol family of refrigeration systems uses compact multiple compressor refrigeration units that are designed to be distributed around a store. Putting the units closer to the refrigerated merchandiser reduces the refrigerant charge and energy consumption of the systems.'

If the player selects the most customer-focused refrigeration system, the player earns 100 points. If the player chooses a product that will work for the customer but is not the best solution, they earn 50 points. If the player selects a refrigeration system that does not address the customer's needs, they will not earn any points. This will also earn a smirk and a few comments from Shelley because she believes we do not have the right products for the job. The player will receive feedback from Harry Hussmann on each product selection. The player moves onto level four after completing their product selection and receiving feedback.

Bonus opportunity: Jerry wants to know which location their refrigeration system will come from. If the player answers correctly, they earn a \$500 bonus to customize their stores.

Level Four

The player meets Shelley and Jerry at their headquarters. The player learns that their customer wants to attract and engage customers in high-profit areas. This is a new area for Big Bag of Savings, and they are using stores like Kroger's and Publix for inspiration. Jerry wants a stylish, distinctive, and upscale look in their stores to attract customers to their fine foods. Shelley mentions that she loves some of the new specialty cases Phoenix Hill offers and doubts

Husmann has anything comparable. The player will learn about each specialty product line and recommend the best line that meets the customers' needs.



HUSSMANN®

Specialty Products

Isla Family Q Series R3 Family Entyce

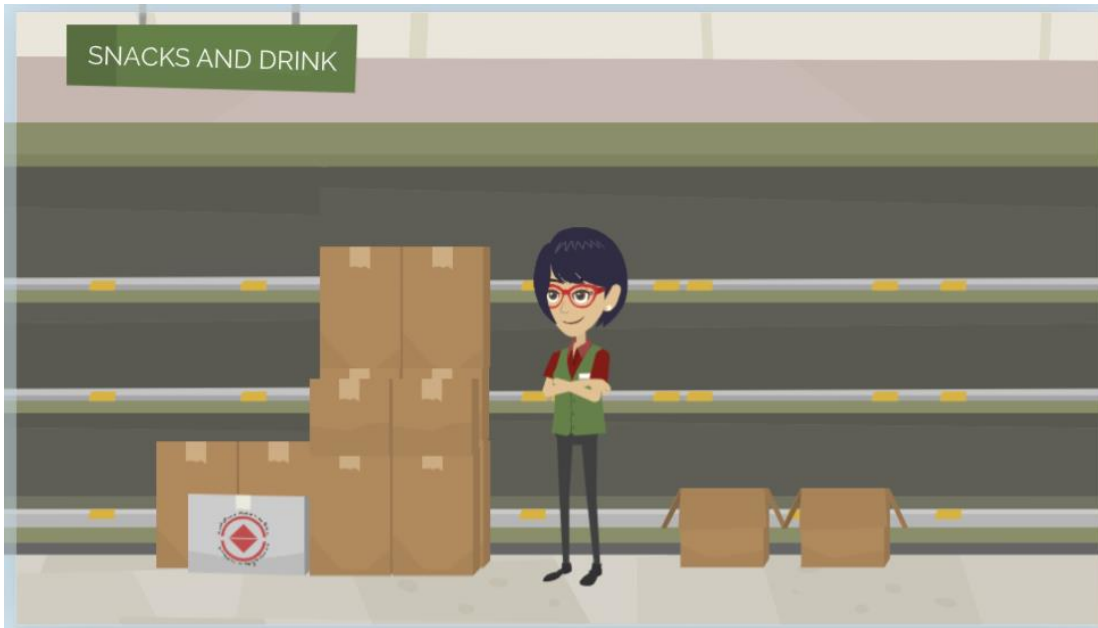
Your customer, Big of Savings, also wants to attract and engage the customer. Click on each of Husmann Specialty product lines to learn more how we can help attract more customers to high profit areas in the stores like deli and grab-and-go.

Clue: Big Bag wants to create a stylish, distinctive and upscale look to their stores that will attract their customers to their fine foods.

If the player selects the most customer-focused specialty product, the player earns 100 points. If the player chooses a product that will work for the customer but is not the best solution, they earn 50 points. If the player selects a specialty product that does not address the customer's needs, they will not earn any points. This will also earn a smirk and a few comments from Shelley because she believes we do not have the right products for the job. The player will receive feedback from Harry Husmann on each product selection. The player moves onto level five after completing their product selection and receiving feedback.

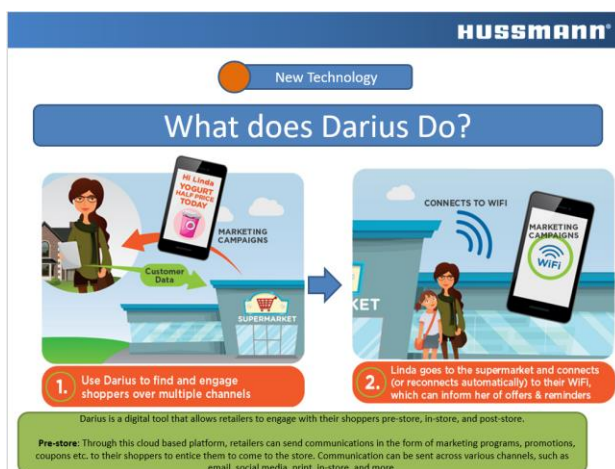
Bonus opportunity: Jerry wants to know if we can customize the color of their merchandisers.

If the player answers correctly, they earn a \$500 bonus to customize their stores. The image below shows a department the player can add or customize.



Level Five

The player learns that Shelley and Jerry are looking for new technology in their stores to engage the customer. The player will be introduced to the technology food retailers use to attract customers and be reminded of some of the technologies they use or see during their trips to the grocery store.



If the player selects the most customer-focused technology, the player earns 100 points. If the player chooses a product that will work for the customer but is not the best solution, they earn 50

points. If the player selects a technology that does not address the customer's needs, they will not earn any points. This will also earn a smirk and a few comments from Shelley because she believes we do not have the right products for the job. The player will receive feedback from Harry Hussmann on each product selection. After completing their product selection and receiving feedback, the player moves on to the final assessment.

Bonus opportunity: Jerry wants to add doors and glass to merchandisers in their existing stores and wants to know if this is something Hussmann can help him with. If the player answers correctly, they earn a \$500 bonus to customize their stores. The player also sets up a meeting with Liam Williams, one of Hussmann's Service Account Managers. Liam will help Jerry add doors and glass to his existing merchandisers.

Level Six

For the final assessment, Jerry referred another store, Lucky's Market, to Hussmann to solve a couple of problems they are having in their stores. The player can use their resources, job aids, or the company website to determine the best merchandisers, specialty products, technology, and refrigeration systems for their new customers. If the player selects the most customer-focused products, the player earns 100 points. If the player chooses products that will work for the customer but are not the best solution, they earn 50 points. If the player selects a product that does not address the customer's needs, they will not earn any points. The player will receive feedback from Harry Hussmann on each product selection.



Grand Opening

The player arrives at the grand opening of one of Big Bag of Savings' stores. The player attends the ribbon-cutting ceremony. While touring the store, the player overhears feedback from current shoppers. The feedback is based on their product selections, which could be positive or negative. If the player earns 300 customer satisfaction points, the player remains a sales trainee. If the player earns 400 customer satisfaction points, the player is promoted to an Inside Sales Representative role. Jerry and Shelley thank the player for their help. Shelley is apologetic and says she looks forward to working with the player in the future. If the player earns 500 customer satisfaction points, the player is promoted to sales manager. Jerry and Shelley thank the player for their help. Shelley is apologetic and raves about Hussmann's products. She tells the player that Hussmann has earned their business for life.



Players

The following characters will interact with the player.

Harry Hussmann – Harry Hussmann was the first to create a refrigerated meat case. Harry will help the player with hints/help as they navigate the game.

Shelley Thomas - Shelley is one of our contacts at Big Bag of Savings. She is reluctant to work with the player because she wants to use our competitor, Phoenix Hill. Shelley will try to frustrate the selection process by suggesting competitor products and stating why they are superior to Hussmann's products.

Jerry Lewis – Jerry Lewis is another contact at Big Bag of Savings. He is funny and tries to lighten the mood when Shelley is negative. He is excited to work with Hussmann because the company is innovative and customer-focused.

Liam Williams: Liam is one of Hussmann's Service Account Managers. The player will contact Liam when the customer discovers a problem at one of their stores. Like most account managers within branch operations, Liam is short and slightly rude.

Manny Lopez: Manny is the Plant Manager in Chino. This plant manager has been at Hussmann for three years and is very knowledgeable. He is a little shy but will teach the player about the products manufactured at his location and share their history.

Joe Bauer: Joe is the Plant Manager in Bridgeton. He has been with the company for over twenty years and is nearing retirement. Because Joe has seen many changes, he shares much product knowledge and history about the Bridgeton location with the player.

Kevin Mason: Kevin is the Plant Manager in Suwanee. Kevin has been with Hussmann for five years. He spent twenty years in the Air Force and has a unique approach to leadership at this

location. Kevin will teach the player about the products manufactured at his location and share their history.

Emilio Suarez: Emilio is our Plant Manager in Monterrey. He has been with Hussmann for almost twenty-five years. The player will find Emilio friendly and anxious to share lots of information. Emilio will teach the player about the products manufactured at his location and share their history.

Platform

The platform is a single-player computer-based simulation game. The player will see the simulated world on Articulate Storyline slides. Because the game will be housed in the learning management system, the game can be played on a desktop, laptop, or mobile device. The player walks through the grocery store and interacts with customers and co-workers from a first-person perspective.

Game Rules and Outcomes

Rules

The first rule is that the player must follow the Hussmann Promise while playing the game

“Continuously providing the most customer-focused solutions in the Food Retailing industry.”

Our customers know about our promise and expect us to present solutions that meet their unique needs. The goal of the game is to offer the best solutions to our customers. This rule is directly applied to the scoring in the game. When the player selects the most customer-focused solution, the player earns 100 points. When the player chooses a product that will work for the customer but is not the best solution, they earn 50 points. If the player selects a product that does not address the customer’s needs, they will not earn any points.

Rule two: The player must use their resources to determine the best products for our customers to win the game with a positive customer satisfaction score of 300 points or higher. Their resources include Harry Hussmann, a virtual character. They can also use our website to research the best products or their job aids. This would be like how they would solve real-world problems. The player must have a positive customer satisfaction score of 300 points or higher. The player receives this score by selecting the best product options for the new grocery stores. Many of our employees are customer-facing and will need to consider the satisfaction of our customers. Our customers are happiest when we understand their needs and meet them.

How to play

Access the game from the Sales Onboarding Learning Plan in Hussmann Institute Online. If the player is in the office, they can use headphones to listen to the audio. The player will click Begin on the grocery store map to start the game. Each game will follow one scenario, and each area on the map represents a level. The next level is locked until the player successfully finishes the previous level. The player receives immediate feedback if they suggest the wrong product, system, or technology. If the player needs help, they can click on the lightbulb icon to get hints or assistance from Harry. The player will also receive feedback if a better product could be recommended and learn why it is a better choice. Correct responses receive a positive customer satisfaction score, earning the player 100 points. Product selections that are not right or wrong receive a neutral customer satisfaction score and earn 50 points. Poor product recommendations will receive a negative satisfaction score, and the player will earn no points. After the player unlocks each store area, they will unlock the final level and recommend products for their customer's new store. The player will also experience unexpected challenges from the customer, like requests for doors, glass, or digital price tags. This will simulate the real-world experience of dealing with customers and help the player learn about our options.

Player Controls

The player can walk to each section of the store. The player can use the mouse or Tab and Enter on the keyboard to select an area for the avatar to explore. The player can move or select objects with the mouse or using Tab and Enter on the keyboard throughout each level. The image below shows the primary user interface of the game.

Grocery Store icon – The player will return to the grocery store map below.

Settings – When the player clicks on settings, they can turn on/off the music and turn on/off captions and volume.

Lightbulb- When the player clicks on it, they will receive a hint to help them advance or have access to their resources.



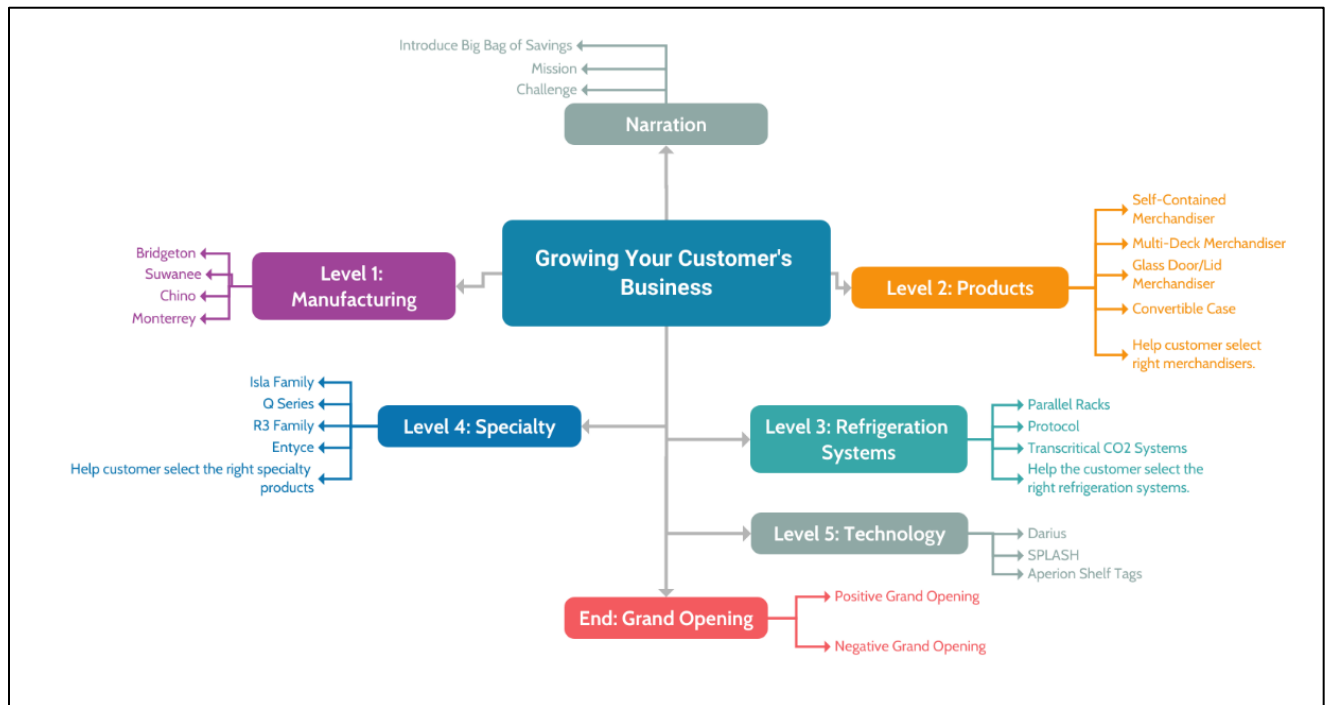
Game Progression

The player will have the option to start at the Products or Manufacturing area on the site map.

New Technology, Refrigeration Systems, and Specialty Products will remain locked until the play completes the Product and Manufacturing levels. As the player finishes each level, they can earn bonuses in subsequent levels using the knowledge they have learned in the previous levels.

The bonus money can be used to purchase additional departments or items for their grocery

stores. Players could buy Floral, Deli, Liquor, a café, and more to attract customers. By the end of the game, the player has helped Big Bag of Savings design their new stores and attends a Grand Opening to see the result of their choices. The concept map below outlines the content covered within each level.



Winning the Game

The player wins the game if they select the correct products, systems, and technology resulting in a positive satisfaction score of 300 points or higher. The player can also win the game if they choose products, systems, and technology that work for the customer, but there may be better solutions we can offer. If the player earns 400 points, they graduate from Sales Trainee to an Inside Sales Representative and are awarded a \$1000 bonus. If the player reaches 500 points for going above and beyond to satisfy the customer, the player becomes a sales manager and earns a \$5000 prize.

Losing the Game

The player loses the game with a customer satisfaction score of under 300 points. The player will lose when they choose products, systems, and technology that are the wrong solutions for the customer and do not solve their problems. If the player does not address the customer's needs with their selections, this will result in a negative customer satisfaction score.

Changes for Replay

If the player loses, they can play again. The game will restart with a new scenario. Big Bag of Savings could be opening small convenience stores, looking for ways to optimize efficiency and cleaner refrigeration solutions, or looking for rebates for their stores. The player will begin the new scenario at level one and proceed through the game as before.

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