

Serious Games for STIM Training

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As a form of experiential learning, serious games are an effective means of transferring STIM knowledge to employees. In this project a new serious game was developed to support learning about the process of developing a product roadmap.

Aims

The aim of this project was to develop a serious game *My First Roadmap* that helps introduce people to and familiarise them with the roadmapping process. It is targeted primarily at individuals who have no experience of roadmapping or who wish to refamiliarise themselves with the process. It can also be used as an ice-breaker at the beginning of a roadmapping activity.

Description

My First Roadmap uses a board and sets of cards to simulate the roadmap and the information added to it. Using the scenario of the “car of the future”, It can be done individually but is ideally done in small groups of 2-3 people. It takes 30-45 minutes depending on the number of participants.

Deliverables

A core set of components and instructions have been created and will be made available for download. In addition, myfirstroadmap.com, a web-based version, will be available from December 2016.

