



# LiveCase Authoring Guide

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## Introduction

The LiveCase teaching methodology and web application brings the best of lectures, case studies and simulations together in an immersive and inspirational learning experience.

With LiveCase, it is now easier and less expensive for educators to create a learning journey with the learner as hero, facing challenges through a carefully constructed story in which their decisions have an impact.

Authoring a LiveCase requires a slightly different approach to writing a case study but also much less effort and technical knowledge than creating a typical simulation.

This authoring guide includes a quickstart guide to the essential steps involved in creating a LiveCase, together with some best practice tips.

## Quickstart guide

### 1. Define the outline scope

The starting point for authoring a LiveCase is always the learning objectives. From there it is also important to consider how the LiveCase will be used within the overall teaching plan and how it will need to meet the needs of a specific audience.

#### Learning objectives

- What are the key learning objectives?
- What theoretical framework, tools or skills will you draw upon?
- What are the key discussion questions you want to make emerge?



### Audience and level

- Who will your learners be in terms of level of experience, e.g. executives, graduates, undergraduates, high school students?
- What prior knowledge will they bring?

### Placement within teaching plan

- How will this fit into your wider teaching plan?

### Team or individual

When starting to create a LiveCase we recommend setting it out initially as an asynchronous experience for an individual learner. This provides an easier entry into authoring and this clarity can then be built upon with the more specific aspects of a synchronous or team delivery if required.

When delivered synchronously as a team activity, one team member is typically responsible for interacting with the content on the LiveCase platform on behalf of the team.

### Synchronous/asynchronous and duration

A LiveCase can be used as in-class activity, as preparation for a class or as a standalone learning experience.

- Will learners work together on the LiveCase in class or will they complete the LiveCase individually at their own pace?
- How much time in total will you allocate for the experience?
- How much time will be available for learners working on the platform and for introductory or debrief sessions if required?

## 2. Sketch out the story

### Real or fictional?

The main advantage of a LiveCase based on a real scenario is that you can present actual dilemmas, their resolution and outcomes. However, you will be more limited in the scope of the situations and objectives as you will be bound to what actually happened, whether or not you base your LiveCase on publicly available information or original research.

A fictional LiveCase opens up the creative and learning space. It can for example allow you to showcase more idealized situations or exaggerate the tensions and dive into more controversy. However, this approach is typically more time-consuming at the



outset due to the demands of world and story building: creating fictitious companies, contexts, characters and events.

### The hero's journey

We recommend placing the learner (be it as an individual or team) into the role of a protagonist who will face the challenges, decisions and dilemmas of the LiveCase.

- Who will the protagonist be?
- What context do I place the protagonist in?
- What story arc will bring the learning to life including making them feel the importance of what is at stake?
- What complications or opportunities will they be presented with?
- How will the challenges I present them fulfil my learning objectives?
- What information will they need to solve their challenge and how will I present it to them and through which character?

### Characters

As with any story, the LiveCase needs characters, be they real or fictitious. There should be main and supporting characters and they need to fill a purpose in the story. Typically, we can classify them as helpers or antagonists and they should be as diverse as possible.

We recommend making a list of characters with basic information like name, a short backstory, a personality and their role in the story. You should start with a few as both the list and the details can evolve as you start writing.

### Structure

A LiveCase is structured in episodes, seasons or series. We recommend allowing contact time for each episode to be between five and 15 minutes. Your outline scope will determine the ultimate length: from a single episode to a multi season series extending over a number of weeks.

It can be useful to think of the story arc of each episode in terms of three parts: setting the scene, revealing the challenge, resolving the challenge. If your learning objectives would be better covered over a season, then you should consider the story arc over several episodes. For each season we recommend four to eight episodes. While a story might evolve over a number of seasons, each season is typically self-contained.

- What length of an experience will cover the learning objectives?



- How will I structure my story inside an episode for a single episode LiveCase?
- How will I break up my story into different episodes or seasons for a longer LiveCase?

### Optional: Multiple roles

More advanced authors can consider adding the concept of roles (through the use of badges explained in a later section) whereby different members of the team may receive different information. Depending on your learning objectives, this may be interesting or even necessary. However, because content is proportionate to the number of roles, it increases development time and costs.

## 3. Start writing!

### Story as chat

If you know how to write messages or emails, then you know how to write a LiveCase - though you do also need to think about storytelling, style and pace!

Interactive chats with characters are the foundation of the LiveCase experience - and while we generally recommend that chat messages be as succinct as possible, they also need to convey the personality of each character in keeping with the storyline.

### Story forks through badges

One important aspect of a LiveCase is the ability to create story forks or decision trees. These can be used for storytelling (follow-up conversations to make it feel real), adaptive learning (get easier or harder challenges), research (A/B testing), or other learning objectives (exits or dead-ends).

This works through what we call 'badges'. Multiple-choice responses can be assigned specific badges and any follow-up content can be assigned the relevant badge. In this way, learners who select different responses can see different subsequent chats.

The complexity and depth of the badging is up to the author. We often recommend to think of the main story in a more linear way with main plot points as the trunk of the story to which side badged branches emerge but ultimately return the learner to the main trunk of the story.



### Quizzes and Characteristics

The LiveCase application allows for right/wrong, timed or not, multiple-choice questions that lead to a score. This can be used to test learners on key concepts or themes and is very effective for creating a sense of a friendly competition, thereby increasing engagement.

It is also possible to add what are called 'characteristics' which provide another opportunity to measure progress quantitatively and spur on engagement. Multiple-choice responses are assigned a value on a scale of 1-100 against a defined characteristic such as 'stakeholder engagement' or 'leadership' for example. Characteristics can be used for storytelling and/or learning objectives and are a useful way to provide more nuanced feedback to learners beyond right/wrong quiz questions.

### Supporting assets

The LiveCase experience is also enriched by the use of supporting multimedia assets such as videos, images and documents. These can be as simple or advanced as the author wishes. For example, a video message from a fictional character, or a slide deck introducing a company, can be very effective tools to immerse learners in the context of the LiveCase.

### Optional activities

Beyond the time spent on the platform, completing the story that was developed, it is possible to add team work, role plays or other activities as part of a wider LiveCase experience.

## Best practice tips

### Figure of authority and guide

It is useful to have one of the characters in a position of authority with respect to the hero role of the learner to provide the task. (For example, the learner plays the role of a senior executive and receives urgent messages from the CEO).

In addition to this figure of authority, it can be useful to introduce a 'guide' who holds the hand of the learner throughout the LiveCase, delivering detailed information on tasks etc. This might for example be the CEO's Executive Assistant, or a Learning Coach.

### Clarity of task



The task should be as focused and clear as possible. It should be explained at the outset and the objectives and deliverables should be reiterated clearly later on. For a multi season LiveCase there may be a main task to be completed in the final season and minor tasks in the preceding season. This should all be set out clearly in the initial episode(s).

### Mix it up

It is important to make the interactions varied between characters, types of messages, types of assets, etc... in order to make the experience as engaging as possible.

A typical episode should aim to have chats with at least 3 characters, 1-2 quiz questions, 4-6 questions impacting 1-3 characteristics, an image or video, 1-2 supporting documents, and a few badged conversations.

### Make sure it's fresh

Ensuring that the context of the LiveCase is as fresh as possible contributes significantly to learner engagement. For example, you might choose to create a storyline in which a company is grappling with a new technology, such as AI, or set your LiveCase in an emerging or 'hot' industry, such as crypto.

## Any questions?

This guide is a very brief introduction to the steps involved in authoring a LiveCase. If you have any questions or need a more detailed understanding of how you can use LiveCase to meet your needs then please do get in touch with us! [studio@livecase.com](mailto:studio@livecase.com)