## 

| **LiveCase**Briefing Questionnaire | |
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| The purpose of this questionnaire is to give the Studio LiveCase team sufficient information to prepare an outline proposal for your LiveCase. Please complete the questionnaire with as much detail as possible but also feel free to leave any questions blank if they are irrelevant or if you don’t yet have the answers! | |
| Project title: |  |
| Discipline: |  |
| Expected delivery date: |  |
| Questionnaire completed by: |  |
|  | |
| Step 1: Define the scope | |
| Learning Objectives |  |
| What are the key learning objectives? |  |
| What theoretical framework, tools or skills do you want to draw upon? |  |
| What are the key discussion questions that you want to emerge? |  |
| Would you like to include teaching content into the LiveCase (e.g. teaching videos) or will players simply learn through the experience? |  |
| Audience & Level |  |
| Who will your players be in terms of level of experience? (e.g. executives, graduates, undergraduates, high school students…) |  |
| What prior knowledge will they bring? |  |
| How will the LiveCase fit into your wider teaching plan? |  |
| Logistics |  |
| Will it be a synchronous or asynchronous learning experience? (i.e. will players complete the LiveCase in their own time or at the same time?) |  |
| What will be the entire duration of the LiveCase experience? (Please indicate any time constraints). |  |
| Will it be a team or individual activity? |  |
| Will it be delivered in person, online or hybrid? |  |
|  |  |
| Step 2: Sketch the story | |
| What ideas do you have for the setting of the LiveCase?  (e.g. Will it be real or fictional? What industry /type of company / geography? Will it be based on original research or publicly available information?) |  |
| What role will the player(s) assume?  (Think of them as the hero of the story, e.g. CEO/leadership team of a struggling corporation) |  |
| What will be the core dilemma / challenge / task for players? |  |
| What information will they need to complete this challenge? |  |
| What tasks will they meet along the way?  (Bear in mind the learning objectives and how these can be brought to life) |  |
| Are there any metrics against which you would like to measure players’ performance?  (In LiveCase we offer ‘characteristics’ which can apply a weighted score to certain decisions depending on what is being measured - e.g. xxxxx) |  |
|  |  |
| Step 3: Fill in the gaps | |
| What other information can you share with us about your ideas for the LiveCase and what you would like it to achieve for you and your players? |  |
|  |  |
| Any questions? Please just ask! :-)  **Studio LiveCase** | |

Step 5: Block out each episode, element by element