

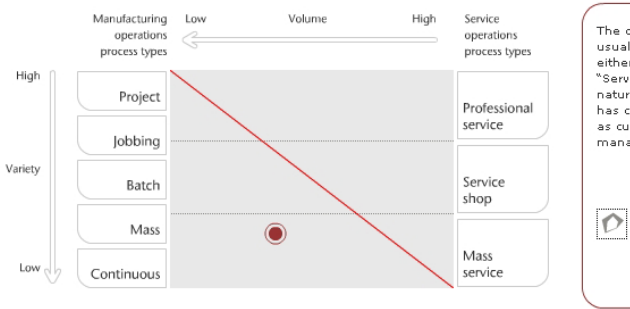
## Intuitive 'Smarties' for Bedford Falls Learning Advanced Learning through Technology

WARWICK BUSINESS SCHOOL  
smarties



### The Typology of Operations Activity

The Volume/variety choices you have made may demonstrate consequences for cost and flexibility. Have identified for the operation is marked with a Red X. Consider the consequences as far as concerned – could anything be done to move the operation towards the "natural" line of fit?



### Introduction

Bedford Falls Learning specialise in the provision of training courses, workshops and elearning critical to employee and organisational effectiveness across the areas of Management Development, Operations Management, Six Sigma and elearning.

Many of the support resources involve the explanation and application of complex business 'theories' – the role of Symbiosis being to interpret this information in a visual way, to allow the users to enter data relevant to their business and to then evaluate and visualise the consequences.

### Features

The stand-alone Flash module has been designed for use as a self-assessment module, used by delegates after their attendance on an established Operations Management Course held at The Warwick Business School.

The program provides an initial overview of the aims and objectives – the main menu then allowing access to any one of 9 modules, each outlining a particular scenario supported by an evaluation 'task'.

### Benefits

To ensure future flexibility, the entire interactive programme was created using Macromedia's Flash MX. This allowed a stand-alone version to be supplied on CD, ensured that the presenter could be scaled to fit any screen resolution and (if necessary), allowed the demo or complete module to be accessed via a client's intranet or via the Warwick Business School site. Additional benefits included the ability to :-

- Reflect and promote brand identity – the finished module need to reflect the brand identity of both The Warwick Business School and the company receiving the training.
- Ensure access to a scaleable solution – the navigation was based on a series of 'tabs' to allow the number of available tasks to be extended at a later date.
- Save off particular graphics or data (pre-defined areas only) – as dealing with business related data, there was a need to be able to compile and view information within other forms of documentation.

### Technology

Macromedia Flash MX  
Macromedia Fireworks

