

ACBSP Region 11: Virtual Fall Conference 2021

Resilience in Education: The Intersection of Challenge and Opportunity

Coaching on-the-go with Presentria GO

October 20, 2021

"I love coaching student teams"

"I've been teaching online for 16 years"

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Before COVID:

Students & faculty engaged frequently in experiential extra-curricular activities



Site visit....lots of fun!

Before COVID:

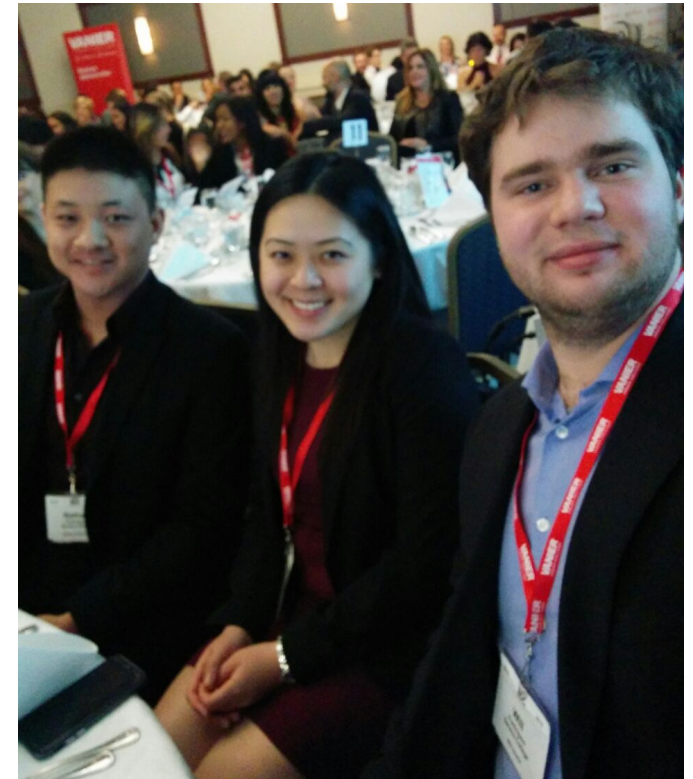
Coaching Business Case Competitions was an “all-in” experience



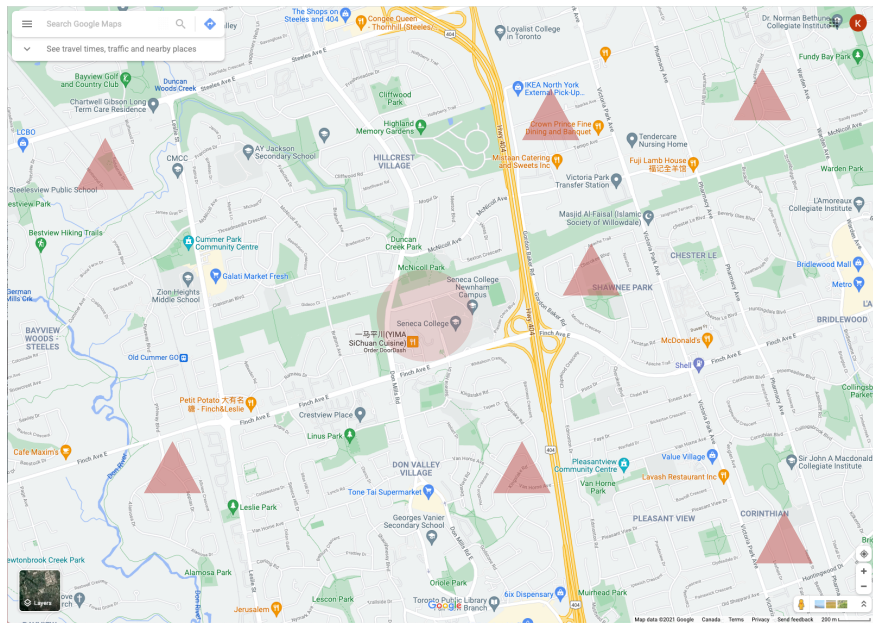
Building team spirit...



Before COVID:

Competing in Business Case Competitions was an immersive experience



NOW: Coaching is largely delivered remotely



-  Seneca College
-  Student's home



Online, hybrid, hyflex...

NOW: Coaching is just more ZOOM Fatigue



Marketing class



Statistics class



English class



Advertising class



Biology class



Physics class



History class



ECE class





NOW: Coaching has no experiential component



Marketing class



Statistics class



English class



Advertising class



Biology class



Physics class



History class



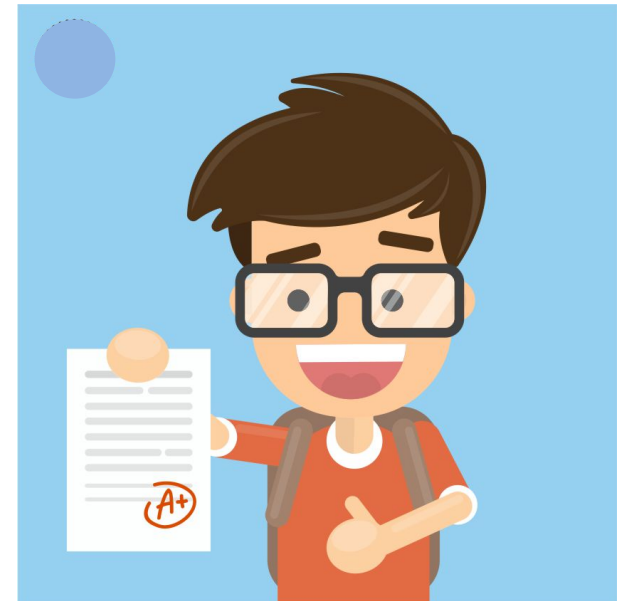
ECE class



“Who Cares?”: Coaching has no experiential component

1. Pedagogical advantages of experiential learning:

- Students typically remember only a fraction of what they hear from class, but they can remember a lot of what they actively do (Borg and Stranahan, 2002; McLean and Tatnall, 2000; Senge, 1990).
- Experiential learning makes the student a stakeholder, and the hands-on approach improves their ability to absorb knowledge (Hawtrey, 2007).
- When students’ motivation and commitment to learning are enhanced, they can achieve higher learning performance than passive learners (Senge, 1990; Wood, 2015).



Source: <https://www.yourtherapysource.com/blog/2019/01/13/academic-and-personal-behaviors-necessary-for-student-success-2/>

“Who Cares?”: Coaching has no experiential component

2. Benefits of Learning Outside the Classroom (LOtC)

- The concept of Learning Outside the Classroom (LOtC) is well studied and explored (Hawxwell et al., 2019; Pellegrini and Smith, 1998; Perry, 2001; Waite, 2011).
- LOtC has a motivating effect on students and a beneficial impact on their behaviour. Students are twice as engaged and attentive in the classroom following an outdoor learning activity (Briggs, 2018).
- In the UK, the importance of LOtC is officially recognised by both the government and industry practitioners with nationally recognized official LOtC Quality badges awarded to approved locations.



Source: <https://anzaborrego.ucnrs.org/1416-2/>

“Who Cares?”: Coaching has no experiential component

3. Technological enhancements in Place-based Learning



Source: <https://substantial.com/work/uscsf-iwalk>

- To maintain students' high-level of interest when learning in the field, educators can enhance the trip using electronic devices that have sensing technologies.
- Prior research has examined the feasibility of implementing Context-aware Ubiquitous Learning (Hwang et al., 2008, 2011) and Mobile technology-supported in-field learning (Hwang and Wu, 2014).

“Who Cares?”: Coaching has no experiential component

4. Mobile devices support in-context learning



Source: <https://www.common sense.org/education/articles/how-phones-make-field-trips-even-more-fun>

- Mobile learning is the future developmental trend in the education field (Sun and Chang, 2016), as it allows students to learn, play or engage anytime and in any location (Oliver, 2017).
- Effective integration of context – the physical environment and students’ continuous changing cognitive interests – is essential for mobile learning (Song et al., 2011).
- Prior research has demonstrated a positive impact on students’ learning achievement when context-aware learning is supplemented by using mobile devices in the field (Chang et al., 2011; Hwang et al., 2011, 2008).

The Challenge:

“How can we support mobile experiential learning when coaching students for Business Case Competitions?”



The Challenge:

More specifically, how can we coach student teams competing in the Ontario Colleges Marketing Competition (OCMC)?



Get Ready for the OCMC 2021 Competition

November 25 & 26, 2021

The Challenge:

More specifically, how can we coach student teams competing in the **OCMC Retail Case** event where store visits matter!



The Challenge:



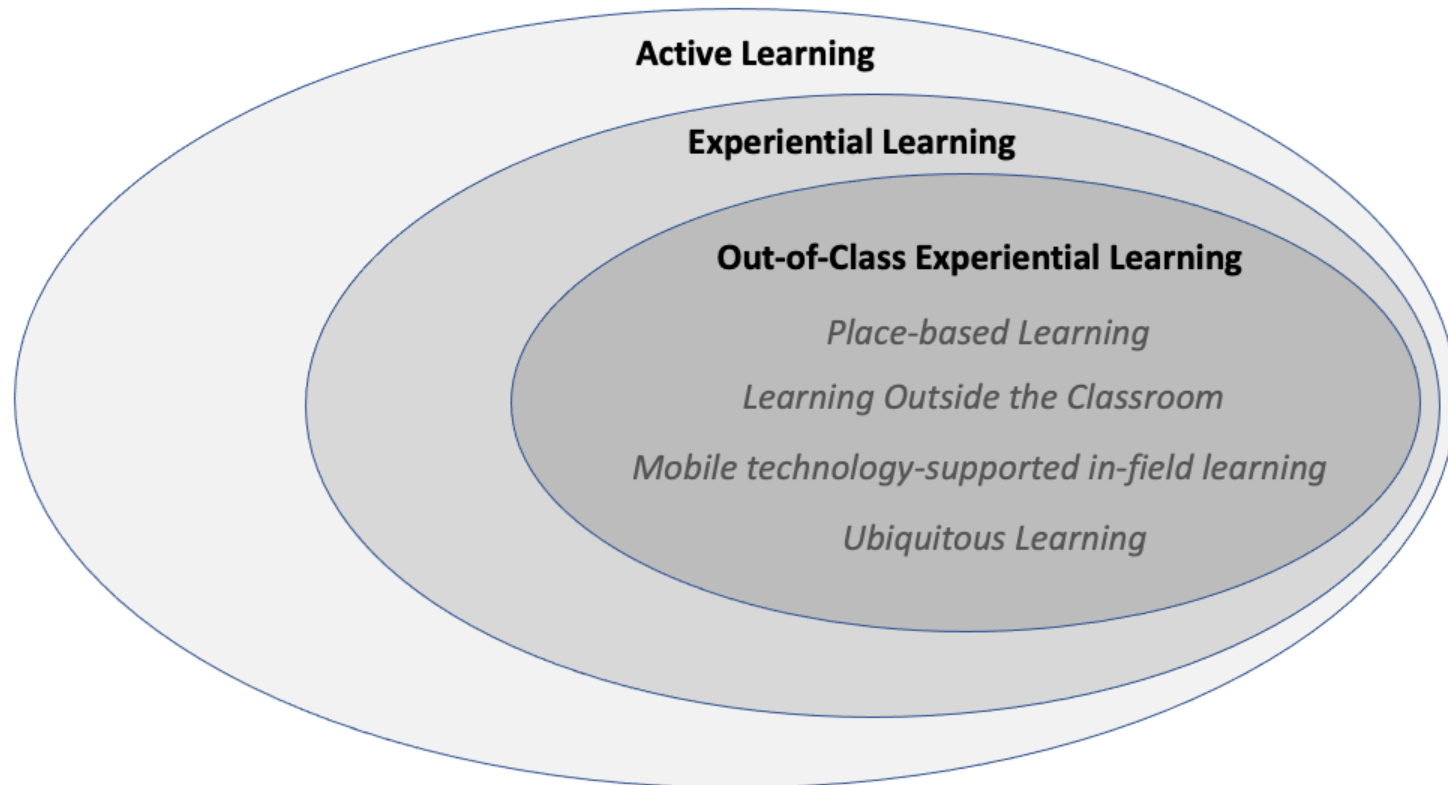
More specifically, how can we coach student teams competing in the **OCMC Retail Case event** where store visits matter!



Viable solutions must meet the following criteria:

- **Ease of use** – for students and coaches
- **Ease of integration** – for coach monitoring and student feedback
- **Effectiveness** based on recognized design principles

The Opportunity: Location-Based Experiential Learning



Source:

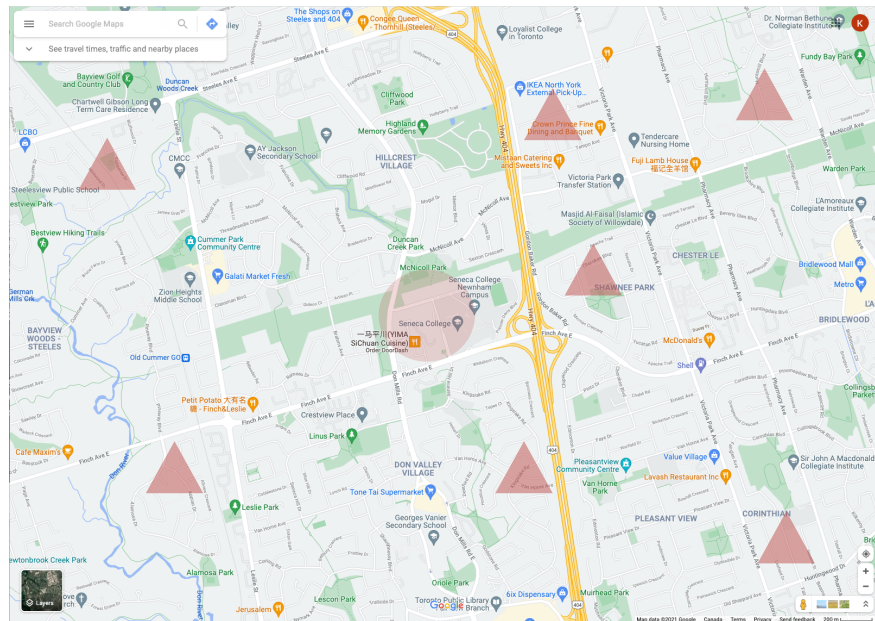
Adapted from Wong, K.K-K. and Osborne, M. (In-press) "Enabling in-car location-based experiential learning with Presentria GO", *Int. J. Mobile Learning and Organisation*.

Paper Download: <https://bit.ly/3AmqzoV>

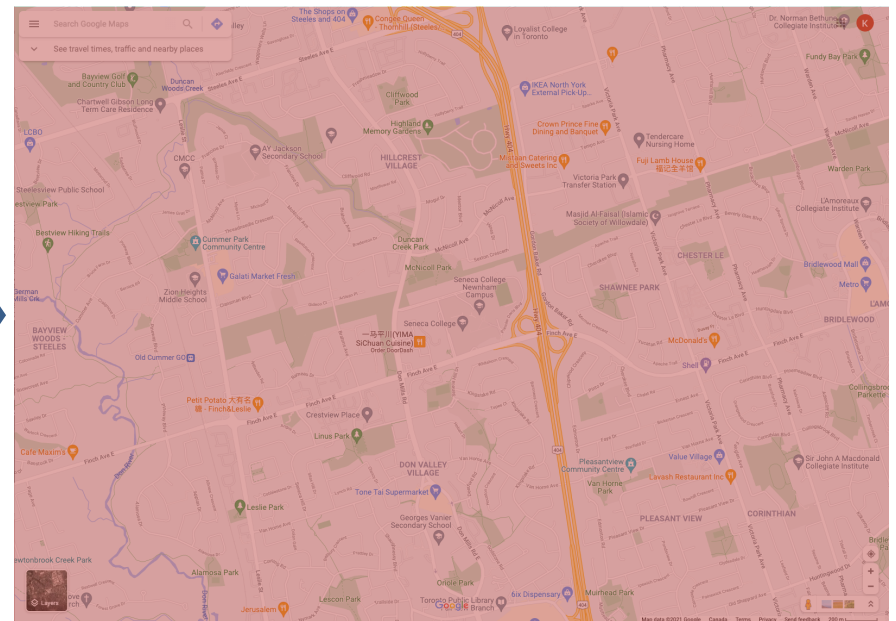
The Opportunity: Location-Based Experiential Learning



Present



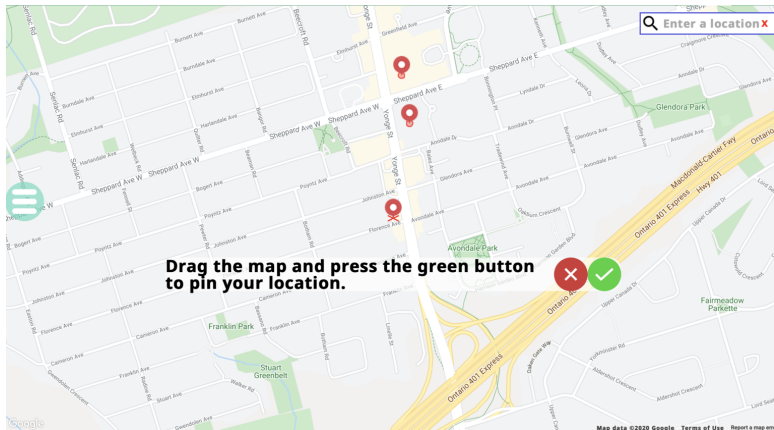
Learning with Presentria GO



- Learning @ Seneca College
- ▲ Learning @ Student's home

- Experiential Learning in the city with Presentria GO

The Innovation: Presentria GO



Innovative Solutions:

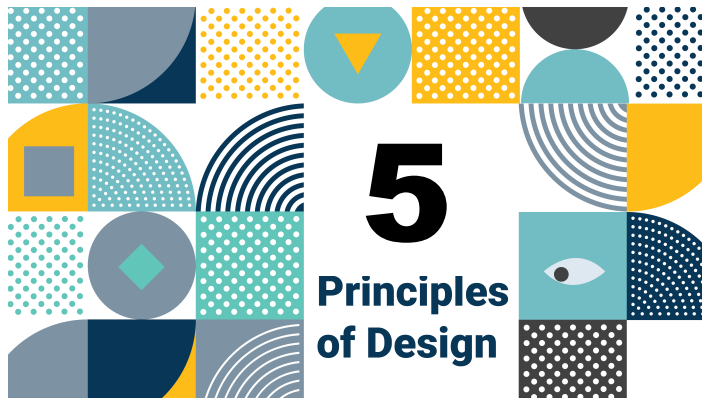
- Drive Thru Scenic Safari
- Experiential Place-based Learning
- In-Car Location-based Learning
- Orientation & Campus Tour

Checkpoint #1:
Watch this **video** about the central library and answer the question.

Checkpoint #2:
What statues are in the park?



The Innovation: Design Principles of Presentria GO



<i>Design guiding principle</i>	<i>Prior research</i>	<i>Presentria GO</i>
1. Use of GPS	Hwang et al. (2008)	Student's GPS location data is captured and transmitted to the Presentria GO system via wireless data/Wi-Fi. The system will push relevant content to the smartphone based on its location.
2. Proximity range adjustment	Hoffman (2013)	Checkpoint's proximity range can be set from 1 to 500 metres to detect a student's presence in the field.
3. Relevant content	Shang et al. (2011)	Relevant content delivered to the smartphone includes text, picture, YouTube video, PDF file, and questions. Presentria GO supports six question types: multiple-choice, text, fill-in-the-blanks, likert-scale, numerical value and private message.
4. Gamification	Pappas (2015); Rackwitz (2014); Zichermann and Cunningham (2011); Shute and Ke (2012)	Real-time feedback can be shown after a question is answered. The system can give points for questions answered correctly. Also, the educator can set up checkpoint levels to make the trip more challenging.
5. Assessments	Rapti (2013)	The system allows educators to ask multiple-choice questions with auto-grading capability. Educators can view their students' performance online or download the data in spreadsheet format.

Source: Wong, K.K-K. and Osborne, M. (In-press) "Enabling in-car location-based experiential learning with Presentria GO", *Int. J. Mobile Learning and Organisation*.

Pilot OCMC 2021: Coach on-the-go with OCMC Retail Case participants



Trip #1

Retailers visited:

Sephora

Shoppers Drug Mart



Trip #2

Retailer visited:

Farm Boy

Loblaws



Setting up the Retail Store Audit Questions in Presentria



The screenshot shows the 'Question Setting' interface in Presentria. The browser address bar indicates the URL: `presentria.com/instructor/Desktop_teacherqbank.php?p=Question_Bank#`. The window title is 'Question Setting - OCMC Trip in Toronto #2'. The user is logged in as 'Ken Wong'. The interface includes a left sidebar with navigation options: Basic, Multi-item, Activity, Presentria Go, Resources, Question Bank (selected), and Report. The main content area is titled '* Required fields' and contains the following fields:

- Title***: Farm Boy - Berries
- Question Type**: Multiple choice
- Number of choices**: 2
- Correct Answer**: N/A

The **Question Text*** field contains a rich text editor with a toolbar and a preview area. The preview area shows an image of blueberries and blackberries with a green price tag that reads: 'SWEET & JUICY BLUEBERRIES OR BLACKBERRIES no. 1 grade, product of Peru/Mexico 2/5.00'. Below the image, the question text reads: 'Farm Boy is having a sales promotion on Blueberries and Blackberries. Are you able to find such products near the entrance of this Farm Boy location?'. The answer options are 'A. Yes' and 'B. No'.

At the bottom of the question setting area, there is an 'Explanations' field.

Once a question is created, it can be used for:

- **Experiential Learning** (Presentria GO)
- **Polling** (Presentria Basic)
- **Test** (Presentria Multi-item)
- **Class Activities** (Presentria Activities)

Setting up the Retail Store Audit Questions in Presentria



The screenshot shows the Presentria interface for a Question Bank. The left sidebar contains navigation options: Basic, Multi-item, Activity, Presentria Go, Resources, Question Bank (highlighted), and Report. The main content area is titled 'Question Bank (total 10 questions)' and includes an 'Add Question' button. Below this, there is a section for 'Quiz List < OCMC Trip in Toronto #2' with a 'Sort by: Order Priority' dropdown. A table lists 10 questions with columns for Order, Question, Date Modified, Preview, and Function.

Order	Question	Date Modified	Preview	Function
1	Farm Boy - Berries	2021-10-15	Q	:
2	Farm Boy - Wheelchair	2021-10-15	Q	:
3	Farm Boy - NPS	2021-10-15	Q	:
4	Farm Boy - Curbside Pickup	2021-10-15	Q	:
5	Loblaws - Number of Visitors	2021-10-15	Q	:
6	Loblaws - Social Distancing	2021-10-15	Q	:
7	CR - Physical Appearance	2021-10-15	Q	:
8	CR - Target Market	2021-10-15	Q	:
9	CR - Pricing Strategy*	2021-10-15	Q	:
10	CR - Loyalty Program	2021-10-15	Q	:

Once the quiz is set up in the question bank, **it can be shared with other professors** to save time!

Pinning the Checkpoint Locations and Adding Questions



presentria.com/presentriago/instructor/map_editing.php

Trip name: OCMC #1 - S...

kenwong

Enter a location x

Trip #1

presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

kenwong

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro	Video	Standard content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside	Standard	question
6. Loblaws - Pickup		
6. Loblaws -		

Student: ^

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants

Total Participant Count: 1

Show Last Position

Show Checkpoints

Show Sequence Route

End this Trip

Trip #2

Customized Coaching Introduction & Instruction Video



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

Session Number: G469
 Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro Video	Standard	content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws - Number of Standard	Standard	question

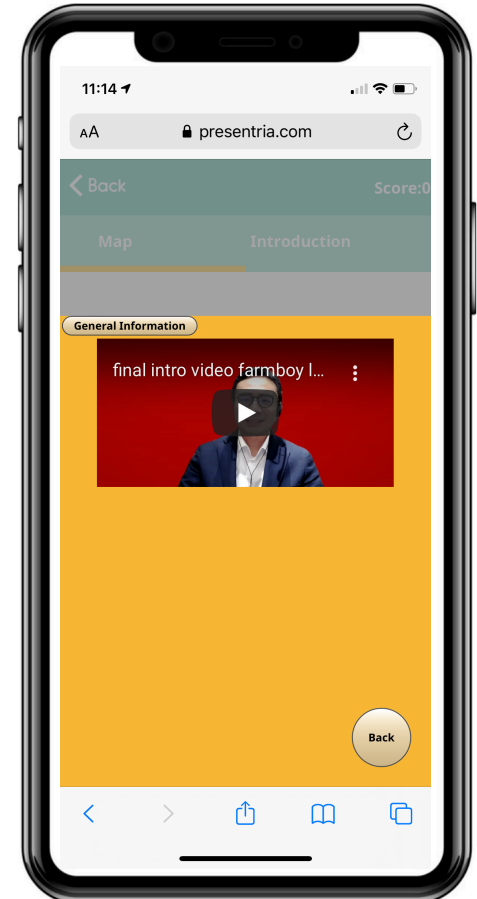
Student: ^

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants
 Total Participant Count: 1
 Show Last Position
 Show Checkpoints
 Show Sequence Route
 End this Trip

Arrived & attempted (1)
 Not arrived (1)

1. Intro Video
 Action: content
[More](#)



“Virtual Coach”

Professor’s view

Actual Screenshot on iPhone XS

Customized Coaching Introduction & Instruction Video



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

kenwong

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint:

Point Name	Type	Action
1. Intro Video	Standard	content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws -	Standard	question

Student:

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants
Total Participant Count: 1
Show Last Position
Show Checkpoints
Show Sequence Route
End this Trip

1. Intro Video
Action: content
[More](#)

Professor's view



Actual Screenshot on iPhone XS

Location-Specific “Push” of Rich-Format Tasks to Users



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

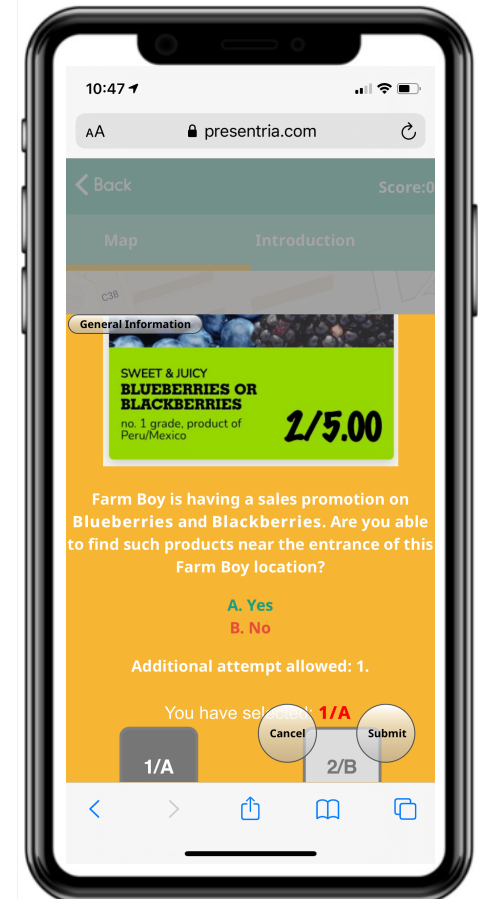
Point Name	Type	Action
1. Intro	Standard	content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws - Number of Standard	Standard	question

Student: ^

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants
Total Participant Count: 1
Show Last Position
Show Checkpoints
Show Sequence Route
End this Trip

2. Farm Boy - Berries
Action: question
[More](#)



“Graphics, video, text, web, file” Professor’s view

Actual Screenshot on iPhone XS

Interactive On-Site Responses with Real-Time Monitoring



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro Video	Standard content	
2. Farm Boy - Berries	Standard question	
3. Farm Boy - Wheelchair NPS	Standard question	
4. Farm Boy - Curbside Pickup	Standard question	
5. Farm Boy - Loblaws - Membership	Standard question	

Student: ^

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants
Total Participant Count: 1
Show Last Position
Show Checkpoints
Show Sequence Route
End this Trip

● Arrived but not attempted (0)
● Not arrived (1)
● Arrived & attempted (1)

3. Farm Boy - Wheelchair
Action: question
[More...](#)

Keyboard shortcuts Map data ©2021 Google Terms of Use Report a map error

10:48

AA presentria.com

Score: 0

Map Introduction

General Information

Rate this statement, "Farm Boy is a wheelchair accessible retailer."

Additional attempt allowed: 1.
You have submitted:

Lowest: Strongly disagree
Highest: Strongly agree

1/A 2/B 3/C
4/D 5/E 6/F

Back

"See them moving..."

Professor's view

Actual Screenshot on iPhone XS

Contextual Cues are Embedded in the Journey.



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro Video	Standard	content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws -	Standard	question

Student: ^

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants
Total Participant Count: 1
Show Last Position
Show Checkpoints
Show Sequence Route
End this Trip

Arrived but not attempted (0)
 Not arrived (1)
 Arrived & attempted (1)

4. Farm Boy - NPS
Action: question
More...

Keyboard shortcuts | Map data ©2021 Google | Terms of Use | Report a map error

10:49

AA presentria.com

Back Score: 0

Map Introduction

General Information

Rate this statement "I would **recommend** this Farm Boy location to my friends and family members."

Additional attempt allowed: 1.
You have submitted:

Lowest: Strongly disagree
Highest: Strongly agree

1/A 2/B 3/C Back

"GPS-based; Tips/Info"

Professor's view

Actual Screenshot on iPhone XS



Question Types Adjusted for Level of Analysis and Time Constraints

presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

kenwong

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro	Video	Standard content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws -	Standard	question

Number of Standard questions

Student: ^

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants
Total Participant Count: 1
Show Last Position
Show Checkpoints
Show Sequence Route
End this Trip

Arrived but not attempted (0)
Not arrived (1)
Arrived & attempted (1)

1/A 0/2(0%)
2/B 1/2(50%)

5. Farm Boy - Curbside Pickup
Action: question
[More...](#)

Keyboard shortcuts Map data ©2021 Google Terms of Use Report a map error

10:49

presentria.com

Back Introduction Score:0

Map

General Information

Does Farm Boy provide "Curbside Pickup" service at this location?

A. Yes.
B. No.

Additional attempt allowed: 1.

You have selected:

1/A 2/B Back

< >

"6 Question Types; Sequence" Professor's view

Actual Screenshot on iPhone XS

Locations are “Glocal”- Teams Experience and Share Their Unique Neighborhoods



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

kenwong

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro Video	Standard	content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws - Number of Visitors	Standard	question

Student: ^

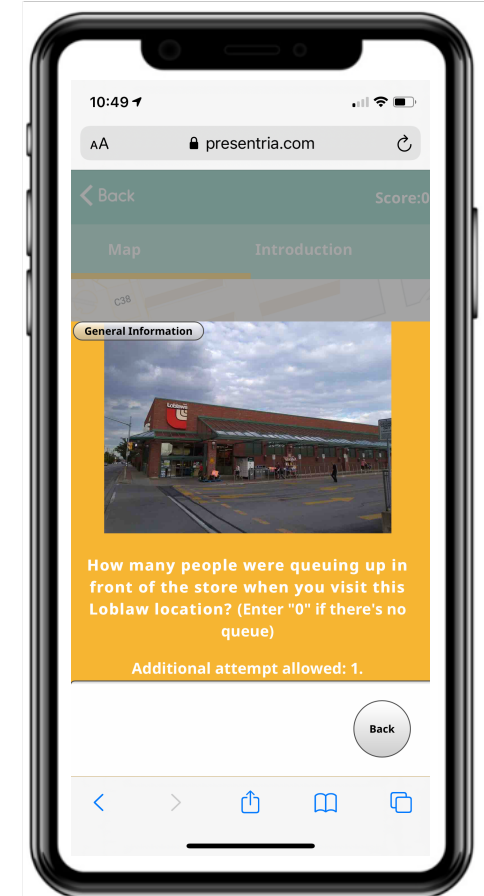
Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants
Total Participant Count: 1
Show Last Position
Show Checkpoints
Show Sequence Route
End this Trip

Arrived but not attempted (0)
Not arrived (1)
Arrived & attempted (1)

6. Loblaws - Number of Visitors
Action: question
[More...](#)

Keyboard shortcuts | Map data ©2021 Google | Terms of Use | Report a map error



“Flipped Classroom”

Professor’s view

Actual Screenshot on iPhone XS

MCs, Text, Fill-in-the Blanks, Likert-Scale, Private Message, Numeric Values



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

kenwong

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro	Standard	content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws - Number of Standard	Standard	question

Student: ^

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants

Total Participant Count: 1

Show Last Position

Show Checkpoints

Show Sequence Route

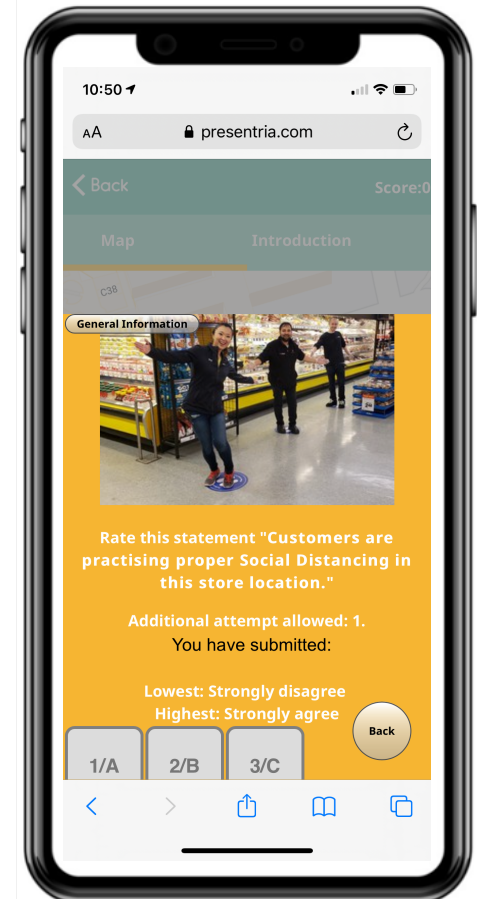
End this Trip

Arrived but not attempted (0)

Not arrived (1)

Arrived & attempted (1)

7. Loblaws - Social Distancing
Action: question
[More...](#)



"All kinds of courses"

Professor's view

Actual Screenshot on iPhone XS

Real-Time Data Capturing



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

kenwong

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro Video	Standard	content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws -	Standard	question

Student: ^

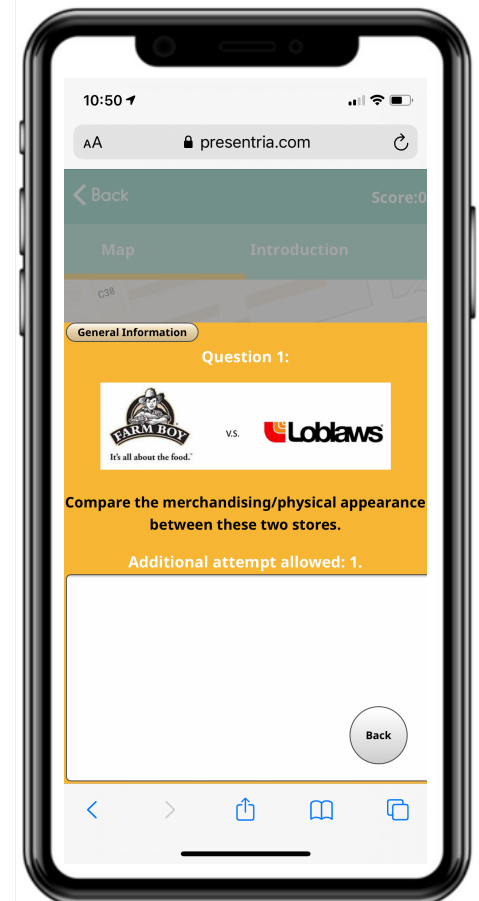
Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants

Total Participant Count: 1
 Show Last Position
 Show Checkpoints
 Show Sequence Route
 End this Trip

■ Arrived but not attempted (0)
■ Not arrived (1)
■ Arrived & attempted (1)

8. CR - Physical Appearance
Action: question
[More...](#)



“Capture student’s reaction” Professor’s view

Actual Screenshot on iPhone XS

Perfect for Reflective / Summative Questions



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro Video	Standard	content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws -	Standard	question

Student: ^

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants

Total Participant Count: 1

Show Last Position

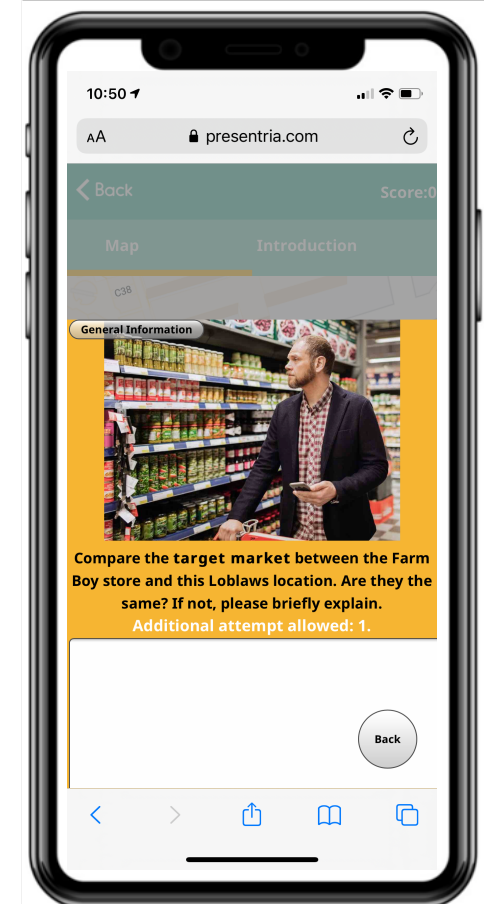
Show Checkpoints

Show Sequence Route

End this Trip

Arrived but not attempted (0)
 Not arrived (1)
 Arrived & attempted (1)

9. CR - Target Market
Action: question
[More...](#)



“No more boring essay writing” Professor’s view

Actual Screenshot on iPhone XS

Instant Feedback (or Grading) is Provided On-Site



Student Name	Student ID	Score
Lilia Khruk	1234	0

10:51
presentria.com

Back Introduction Score:0

Map Introduction

General Information

What pricing strategy is used by Loblaws?

A. Every Day Low Price
B. Penetration Pricing
C. Skimming Pricing
D. Hi-Low Pricing

Additional attempt allowed: 1.

You have selected: **3/C**

1/A 2/E Cancel Submit

10:20
presentria.com

Back Introduction Score:0

Map Introduction

General Information

Sorry, your answer is incorrect. Close

C. Skimming Pricing
D. Bait-and-Switch Pricing

Additional attempt allowed: 1.

You have selected: **3/C**

1/A 2/B 3/C
4/D Cancel Submit

Professor's view

Actual Screenshot on iPhone XS

Gamification Features Include Competition: 0 Points vs 10 Points



presentria.com/presentriago/instructor/map_run_session.php

OCMC #1 - Sephora / Shoppers (Oct 16/17, 2021)/G468

kenwong

Session Number: G468
Session Name: OCMC #1 - Sephora / Shoppers (Oct 16/17, 2021)

Search...

Checkpoint: ^

Point Name	Type	Action
1. Intro Video	Standard	content
2. Sephora - Fashion Fair	Standard	question
3. Sephora - Mobile Apps	Standard	question
4. Sephora - NPS	Standard	question
5. Shoppers - Curbside Pickup	Standard	question
6. Shoppers - Number of	Standard	question

Student: ^

Student Name	Student ID	Score
Brianna Allen	1234	10

Info to Participants
Total Participant Count: 1
Show Last Position
Show Checkpoints
Show Sequence Route
End this Trip

Arrived & attempted (1)
Not arrived (1)

11. Bonus
Thank you! You've successfully completed all of the tasks in this experiential learning activity. You can now close this web browser.
Action: content
[More...](#)

Professor's view

Gamification Features Include the Certificate of Completion



presentria.com/presentriago/instructor/map_run_session.php

OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)/G469 kenwong

Session Number: G469
Session Name: OCMC #2 - Farm Boy / Loblaws (Oct 16/17, 2021)

Search...

Checkpoint:

Point Name	Type	Action
1. Intro	Standard	content
2. Farm Boy - Berries	Standard	question
3. Farm Boy - Wheelchair	Standard	question
4. Farm Boy - NPS	Standard	question
5. Farm Boy - Curbside Pickup	Standard	question
6. Loblaws -	Standard	question

Student:

Student Name	Student ID	Score
Lillia Khitruk	1234	0

Info to Participants
Total Participant Count: 1
Show Last Position
Show Checkpoints
Show Sequence Route
End this Trip

■ Arrived & attempted (1)
■ Not arrived (1)

12. Bonus
Action: content
[More...](#)



“Immediate Recognition / Satisfaction” Professor’s view

Actual Screenshot on iPhone XS

Coaches Capture Student Participation and Progress: Trip 1 Results



Student Name	Client ID	Point Name	1. Intro Video	2. Sephora - Fashion Fair	3. Sephora - Mobile Apps	4. Sephora - NPS	5. Shoppers - Curbside Pickup	6. Shoppers - Number of Visitors	7. Shoppers - Social Distancing	8. CR - Physical Appearance	9. CR - Target Market	10. CR - Pricing	11. Bonus
	Correct Answer	--										1/A	--
Brianna Allen	1234	--	2/B	2/B	5/E	2/B	0	3/C	<p>Sephora had large clear signage for their merchandise based on brands and sectioned based off product types(makeup was in the aisles, skin & perfume along the walls, etc)and had a bright, clean physical store appearance with visually appealing decor(beauty bars, pictures of diverse beautiful woman on posters). Shoppers has smaller signage and sometimes no signage for products in the middle of the beauty boutique section of the store, they were also in the process of reorganizing products & dusting when I asked the usual attendee a few questions. Store appearance seemed less modern, clean and kept up, it was also slightly dimmer in the general shoppers comparative to the beauty boutique section or the Sephora.</p>	<p>They are not the same, shoppers has a lot more price sensitive brands available and merchandise offerings, meanwhile Sephora caters to a less price sensitive audience that enjoy quality, luxurious products; you'll rarely see sales at Sephora but quite often on products at shoppers drug mart.</p>	1/A	--	

Professor's view

Coaches Capture Student Participation and Progress: Trip 2: Results



Student Name	Client ID	Point Name	1. Intro Video	2. Farm Boy - Berries	3. Farm Boy - Wheelchair	4. Farm Boy - NPS	5. Farm Boy - Curbside Pickup	6. Loblaws - Number of Visitors	7. Loblaws - Social Distancing	8. CR - Physical Appearance	9. CR - Target Market	10. CR - Pricing	11. CR - Loyalty Program	12. Bonus
	Correct Answer	--										1/A		--
Lillia Khitruk	1234	--	1/A	6/F	6/F	2/B	0	1/A	They both seem to be premium grocery stores, so their merchandise complies with that positioning. I noticed that Farm Boy's interior looked more high end and spacious than in Loblaws. They had more walking space, less unpacked boxes with products, seems like they pay more attention to that. The store felt fancier due to this difference. But overall, both stores are clean, organized and good looking.	Farm boy targets people who seek for premium grocery experience, including high quality if products+service. They have higher income, commute by car, most of them are health conscious. Loblaws has a little broader target market: those include customers with medium to moderately high income, that enjoy good quality grocery shopping, but also need wide assortment and opportunity to pick different price points, not only exclusive, premium brands. To make an example, students would be more likely to shop at Loblaws than at Farm Boy, if choose from the two. Farm Boy has fairly higher prices than Loblaws.	4/D	Yes, I think so. They have a lot of stores under the same brand around the country, and it would encourage those buyers, who would like premium grocery shopping in the city to come to their stores exclusively.	--	

Professor's view

Testimonial from OCMC participant



Liliia Khitruk, OCMC participant, Seneca College

Toronto

Testimonial from OCMC participant



Lilia Khitruk, OCMC participant, Seneca College

Toronto

Testimonial from OCMC participant



Brianna Allen, OCMC participant, Seneca College

Toronto

Testimonial from OCMC participant



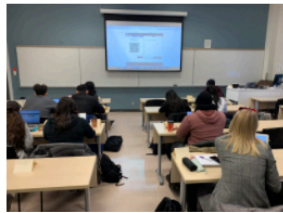
Brianna Allen, OCMC participant, Seneca College

Toronto

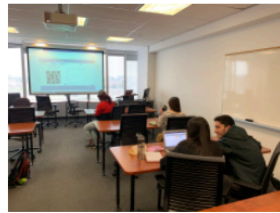
Presentria is a Proven Solution



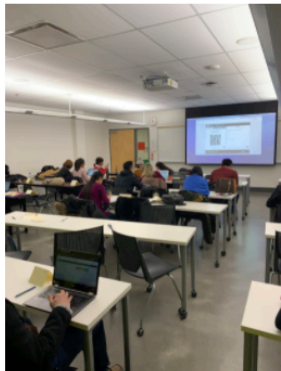
Applied Marketing Research
MRK455, Newnham Campus,
Seneca College



Introduction to Marketing
BAB235, Newnham Campus,
Seneca College



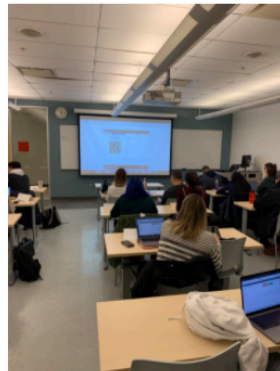
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Campus, Seneca College



Applied Marketing Research
MRK455, Newnham Campus,
Seneca College.



Introduction to Marketing
BAB235, Newnham Campus,
Seneca College



Applied Marketing Research
MRK455, Newnham Campus,
Seneca College



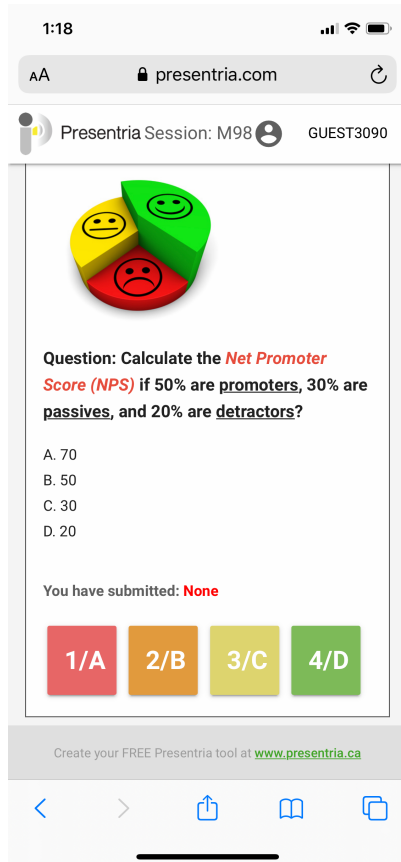
This Week in Canadian EdTechTV

12:31 | 220 viewers | *intersect of Tech Infused Pedagogy*

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pscp.tv



Feedback from Seneca Professors



"Presentria is such an interactive tool. It is user-friendly and helps me engage students in class."

Dr. Alireza Faed

Professor of Marketing, Seneca College

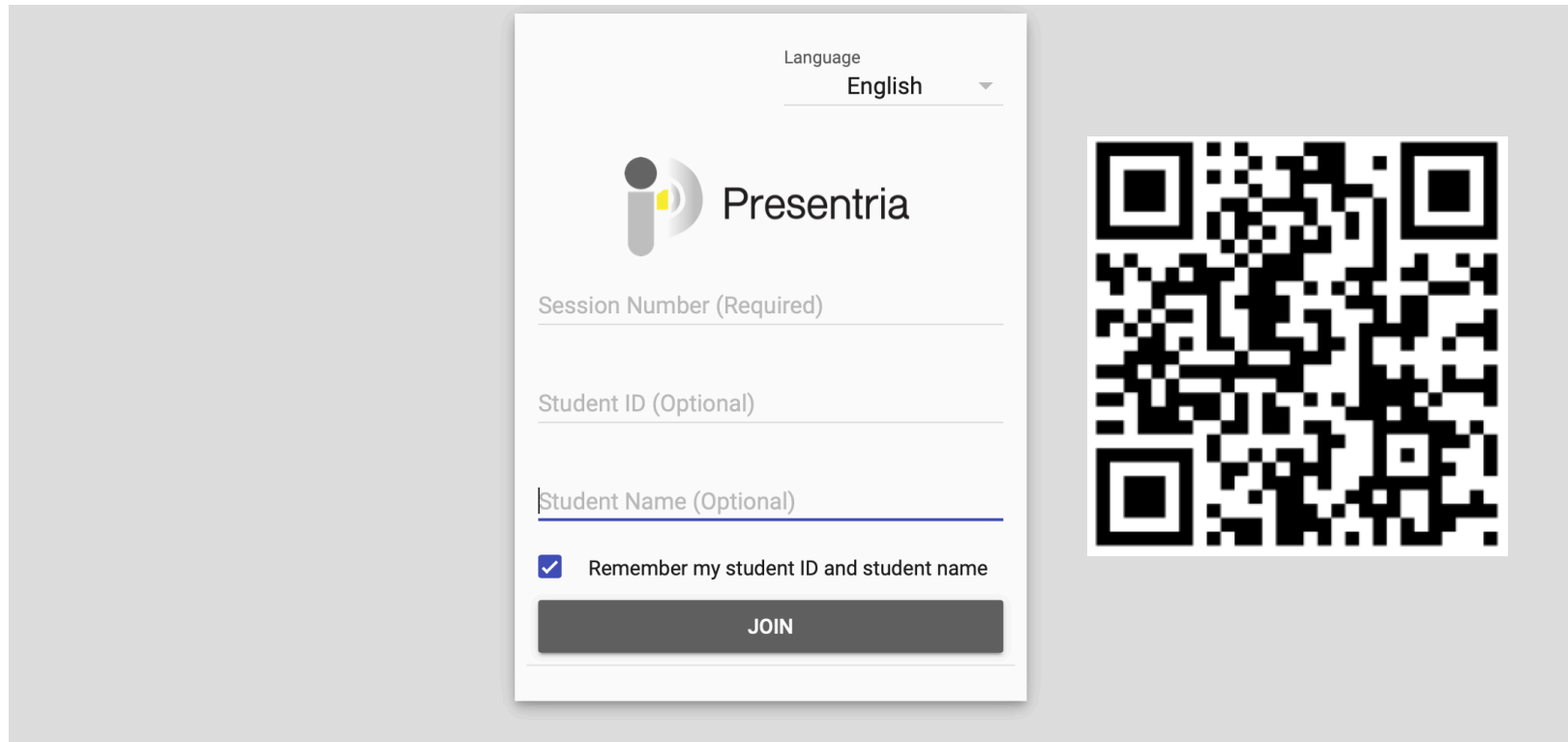
Seneca

"I used Presentria GO for my lecture on outdoor advertising, which enabled me to walk my students through a neighbourhood and observe the kinds of outdoor advertising, and have a really specific and topical discussion"


Jared Breski

Professor of Marketing, Seneca College

Seneca



Language
English

 Presentria


Session Number (Required)

Student ID (Optional)

Student Name (Optional)

Remember my student ID and student name


JOIN



Challenge of Remote Learning



Language
English



Presentria

Session Number (Required)

Student ID (Optional)

Student Name (Optional)


Remember my student ID and student name

JOIN

Farm Boy - Berries



Language
English

 Presentria

Session Number (Required)

Student ID (Optional)

Student Name (Optional)

Remember my student ID and student name


JOIN

A white login form overlay is centered on a gray background. At the top right of the form is a language dropdown menu set to 'English'. Below this is the Presentria logo, which consists of a stylized 'i' and 'D' in a circle followed by the word 'Presentria'. The form contains three input fields: 'Session Number (Required)', 'Student ID (Optional)', and 'Student Name (Optional)'. Below the input fields is a checkbox labeled 'Remember my student ID and student name' which is checked. At the bottom of the form is a dark gray button with the text 'JOIN' in white.

Video: Walmart's Curbside Pickup



Language
English ▾



Presentria

Session Number (Required)

Student ID (Optional)

Student Name (Optional)

Remember my student ID and student name

JOIN

Can we help?



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Thank You

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