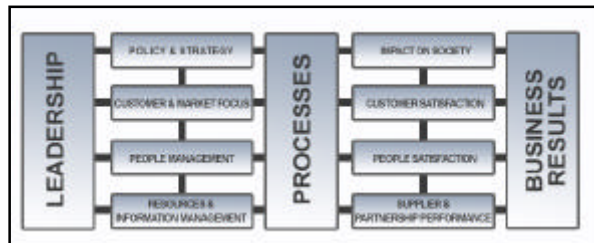


# the Naledi3d Factory SMExperience – business excellence (2002)

**Purpose:** To develop a virtual interactive training tool to help facilitators train SME owners in the South African Excellence Foundation’s SME Business Model. The SME model comprises 11 criteria, 34 criterion parts and 121 self-assessment questions. Two versions of SMExperience were developed: (1) **Standard Version**, where the learning content is based on Internet streaming technologies, and (2) **Executive Version**, based on VIRTUAL REALITY.



**Partner:** South African Excellence Foundation & the Department of Trade and Industry



**SMExperience** is made up of four parts: the **Title Bar** (tells the user where she or he is in the system); the **Navigation Bar** (allows the user to gain an overview of the business, look at the SAEF model itself, undertake a self-assessment, use the library and make notes); the **Content Window** (allows the user to go through sequenced learning material in each of the 11 areas); and finally, the **Progress Bar** (allows the user to go directly into one of the learning areas).

## Rewarding Learning:

As the user progresses through the model, the Progress Bar also visually shows the score in each area assessed. From the individual question scores, the user is given a list of **Strengths** and **Weaknesses** to prioritise and hence identify the most important 5 to 10 weak areas of the business in which to implement solutions to improve those areas – in the spirit of **Continuous Improvement**.



## Self Assessment:

The most important part of the SME Model is that it gives the business owner the ability to self-assess his or her business according to the criteria of the SAEF SMME Business Model. The owner uses sliders to rate the business on a 0 to 5 scale. Learning in each of the 121 “Areas to Address” is undertaken in a 3D VR world though set-piece dialogues in the ExecuFurn Furniture Factory.

