

Enter the game

Case study - Volkswagen Poznań

Author: Mateusz Jarus

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INTRODUCTION

Game "Enter the game" was started at Volkswagen Poznań on the 19th of November 2018 and lasted for 5 weeks until the 21st of December 2018.

It was divided into three rounds:

1. The first round lasted from the 19th of November until the 30th of November 2018 (2 weeks) and had:
 - Level no 1 (Tharsis) - production line where the chassis of the cars of produced
 - Level no 2 (Elysium) - production line where the hood and doors were produced
 - Level no 3 (Hellas) - production line where the car was painted and the roof and windows were mounted
2. The second round lasted from the 3rd of December until the 14th of December 2018 (2 weeks) and had:
 - Level no 4 (Amazoni) - test center in which the cars were subject to quality control
 - Level no 5 (Casius) - modern technologies center with R&D department
3. The third round lasted from the 17th of December until the 21st of December 2018 (1 week) and had:
 - Level no 6 (Vallis) - media management center
 - Level no 7 (Aeolis) - training center
 - Level no 8 (Noachis) - hydrogen and electric car factory

The launch of the game was preceded by tests of the application by around 40 employees of Volkswagen Poznań. These were people working in different departments, starting from the production line to the administration.

Tests lasted for 2 weeks and only Android users were selected (iOS version was still in development phase). The players were given access to the first three levels.

DESCRIPTION OF THE GAME

Level no 1 - Tharsis

This is the first part of the factory where the chassis of the cars are produced. The player is moved to an abandoned factory. The first tasks are to clean up the building and prepare to production.



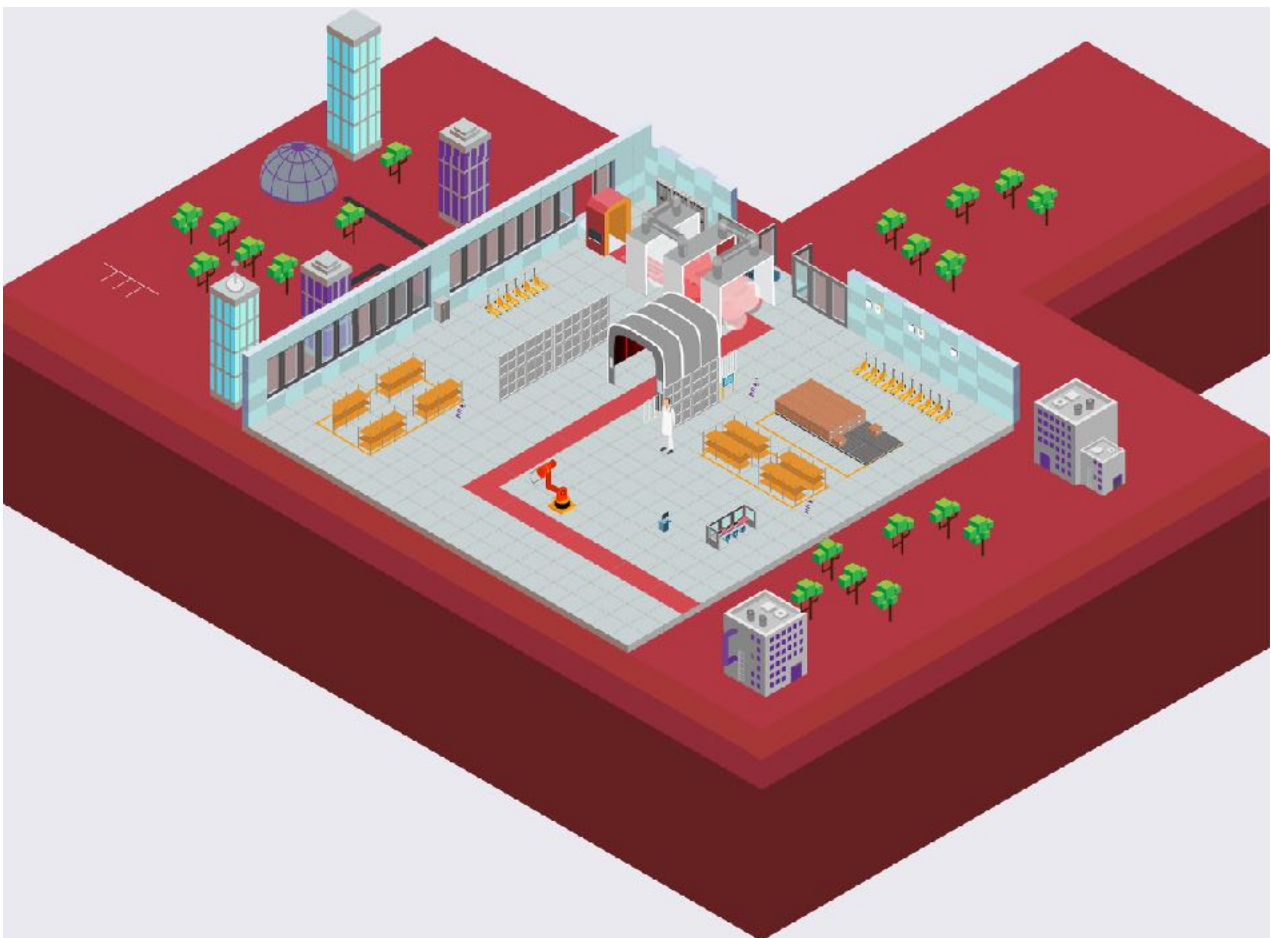
Level no 2 - Elysium

The company already brings revenues so the players may build new halls. Here the following technologies are introduced: RFID, RTLS, predictive analysis and autonomous robots.



Level no 3 - Hellas

The next and last production hall is painting. The players learn about the process of painting cars, types of paint booths and methods of applying paint, including rail-tracking, ways to check paint quality, such as Lackscanner, air flow and temperature control systems in spray booths: Eco Smart AC and Eco Smart VEC



Level no 4 - Amazoni

Here the cars are tested. The players learn the process of testing the finished car, get practical information about the measurements carried out in the dynamometer, can learn more about safety systems and the most common errors and failures during testing.



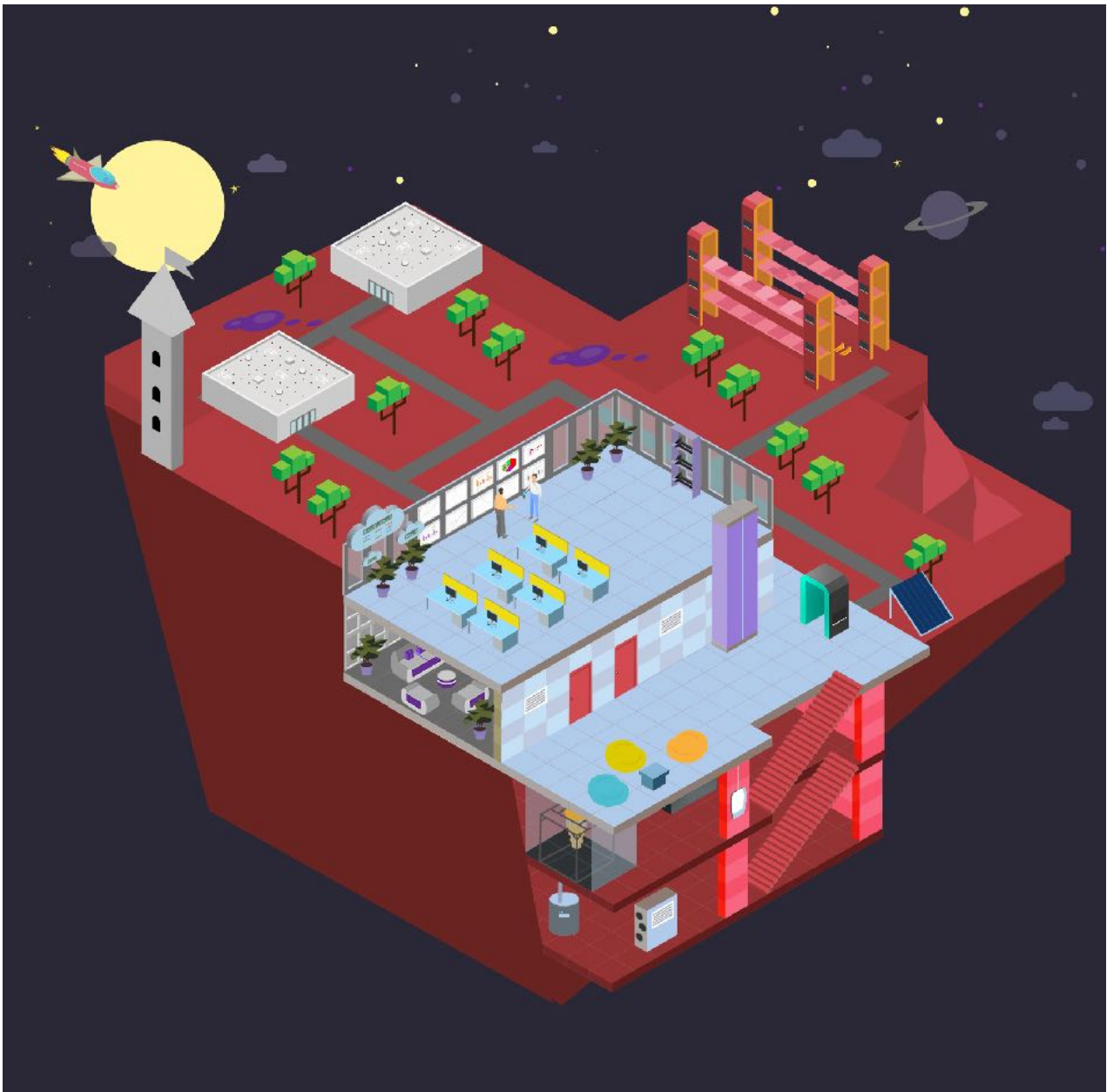
Level no 5 - Casius

Center of Modern Technologies. The user learns information about electric, hybrid and hydrogen cars (BEV, EV, HEV, PHEV), hydrogen fuel, hydrogen and electric car charging stations, engine efficiency.



Level no 6 - Vallis

The player can get information about how a friendly place to work should look like. Technical information that can be found here is about quantum computers, 3D scanners, ultrasonic detectors.



Level no 7 - Amazoni

The Training Center introduces employees to work. Players in this part have the opportunity to repeat and consolidate information about robots: Laser Picker, Robot Kuka with the application of laser welding, Trifokal and Robot for manual welding. In addition, they can broaden their knowledge in the fields of robotics, pneumatics, automation and bolted connections.



Level no 8 - Noachis

In this round you can find information about Rotomat storage racks, hydrogen tanks, safety systems for production related to hazardous substances.



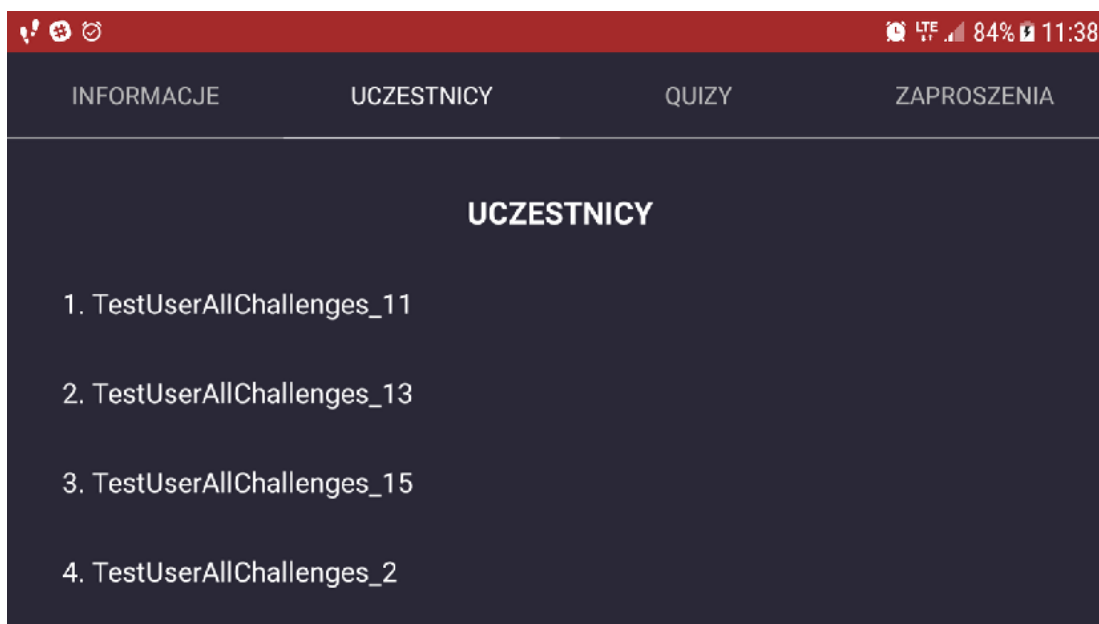
Mini-game

In the game there is available a mini-game allowing to relax. The game requires from the user to remember the position of the car based on the directions given by the arrows.



Partnerships

In the second round the players were given the possibility to create partnerships. In order to do that they had to invite three other players. After successful completion the players were presented quizzes that allowed them to gain additional points. The points gained for correct answers were included into the ranking. Punkty zdobyte za poprawne odpowiedzi wliczały się do ranking. It was possible to set up a company independently (and invite other players) or join a company founded by another player.



DESCRIPTION OF THE CAMPAIGN

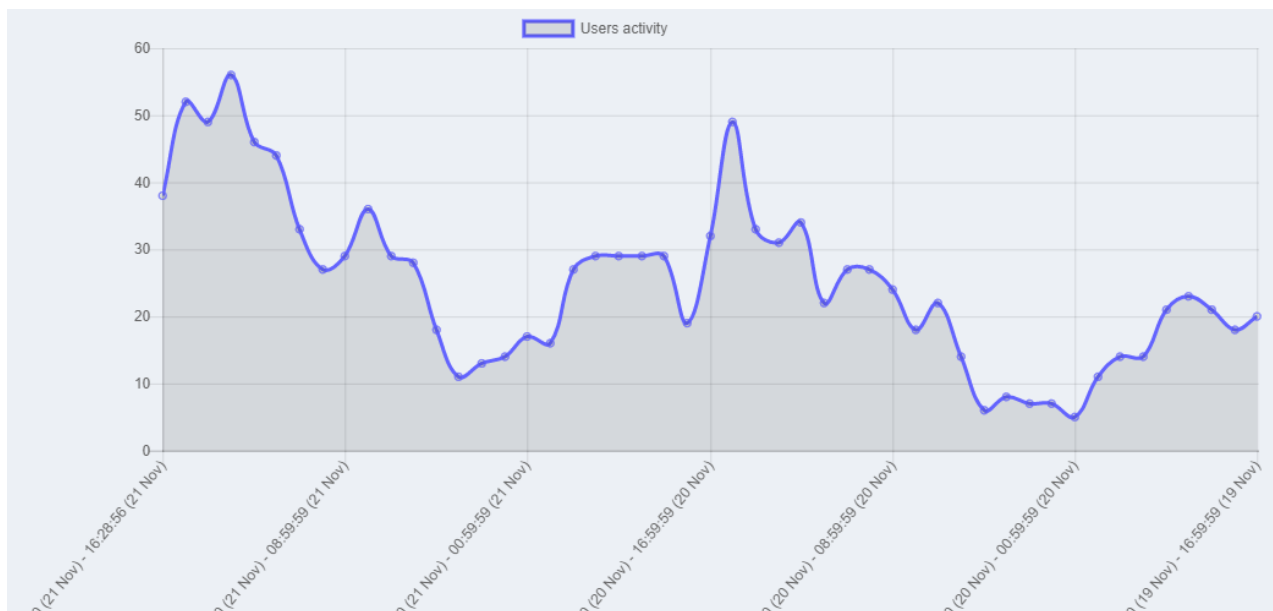
Joining the game

In order to join the game it was required to download the game for Android or iOS. The app was available in Google Play and App Store.

After successful installation the players did not have to create any accounts. They were created automatically for each employee thanks to the integration with the VW SAP system. In order to log in they just had to provide their ID number and birthdate.

During the project **1042 players** have played the game. According to the statistics on the website 1560 people have visited the project website but some of them were counted twice - e.g. in a situation where the same person entered the website from a computer and later from a mobile phone in order to install the game. It can be therefore assumed that the vast majority of the people that entered the website have later installed the game.

In each minute several dozen people logged into the game, even at night.



Marketing campaign

Each round of the game was preceded by a marketing campaign that informed the players about the possibility to join the game. During the campaign:

- We have prepared leaflets and posters. Here you can see an example of a poster that encouraged the players to join the third round:



ADAM ZE SPAWALNI
już wypoczywa na wakacjach po wygranej.
A Ty jak wykorzystasz dodatkowy dzień urlopu?

Masz jeszcze szansę na wygraną!
W poniedziałek rusza ostatnia tura gry.
Gramy do 21.12.

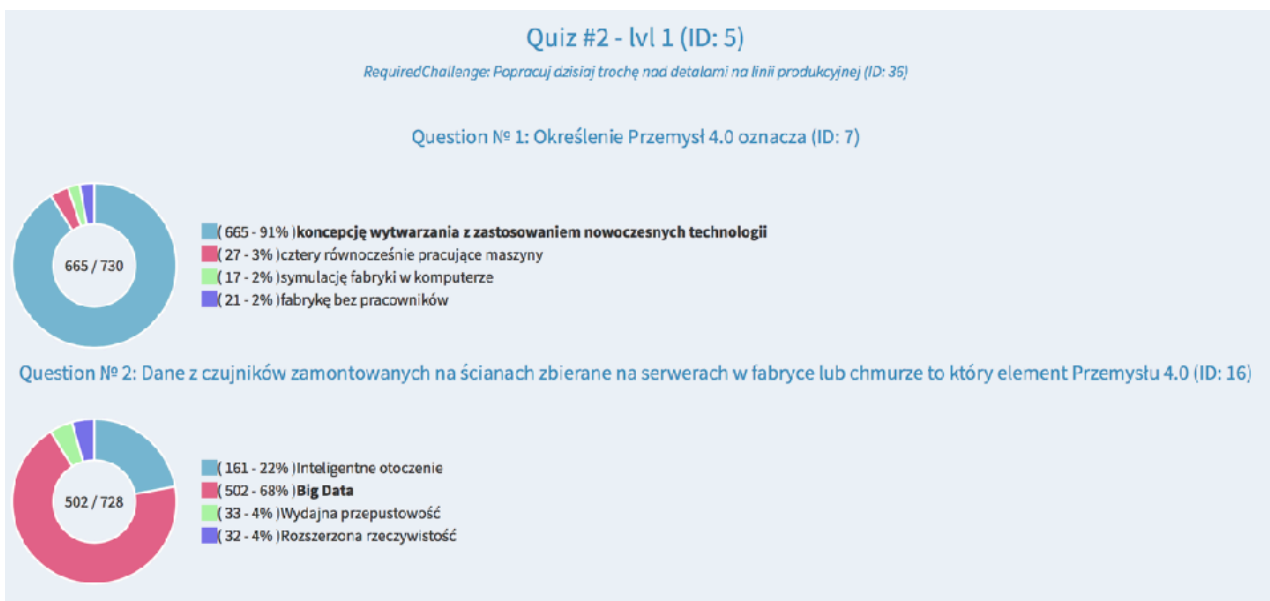
Pobierz grę na www.wejzdogry.online
i wygraj dzień wolny lub Caddy na weekend!

- We have prepared short marketing movies:
 - <https://drive.google.com/file/d/1EXcvoNUto5cs4NtBleUN2xAKpNVMICds/view?usp=sharing>
 - <https://drive.google.com/file/d/115UPMvIU1z18pTVHFWOWX1M-2PIRhsb/view?usp=sharing>
 - <https://drive.google.com/file/d/10CgbiY0BAP1AX3nQR5pGyD88qtFlvO-b/view?usp=sharing>
- On the desktops of the players we have installed a graphic that encouraged them to join the game
- E-mails were sent to the employees
- After installation the players have received push notifications that informed about the next rounds of the game

Knowledge verification

In the game 24 quizzes were created with overall 107 questions. Below you can find the answers to a sample quiz:



SUMMARY

The project has undoubtedly aroused great interest among the employees. The possibility to join the game on a private phone was so attractive that it mobilized many players.

The game had the character of continuous education of employees, i.e. microlearning. One of the goals was to encourage the employees to acquire a small portion of knowledge each day. The game have received points for daily login:



And for making the right decisions in challenges:



Using the game was very intuitive. The players were led step by step by an assistant:



The ranking of the players was updated in real-time:



List of challenges:

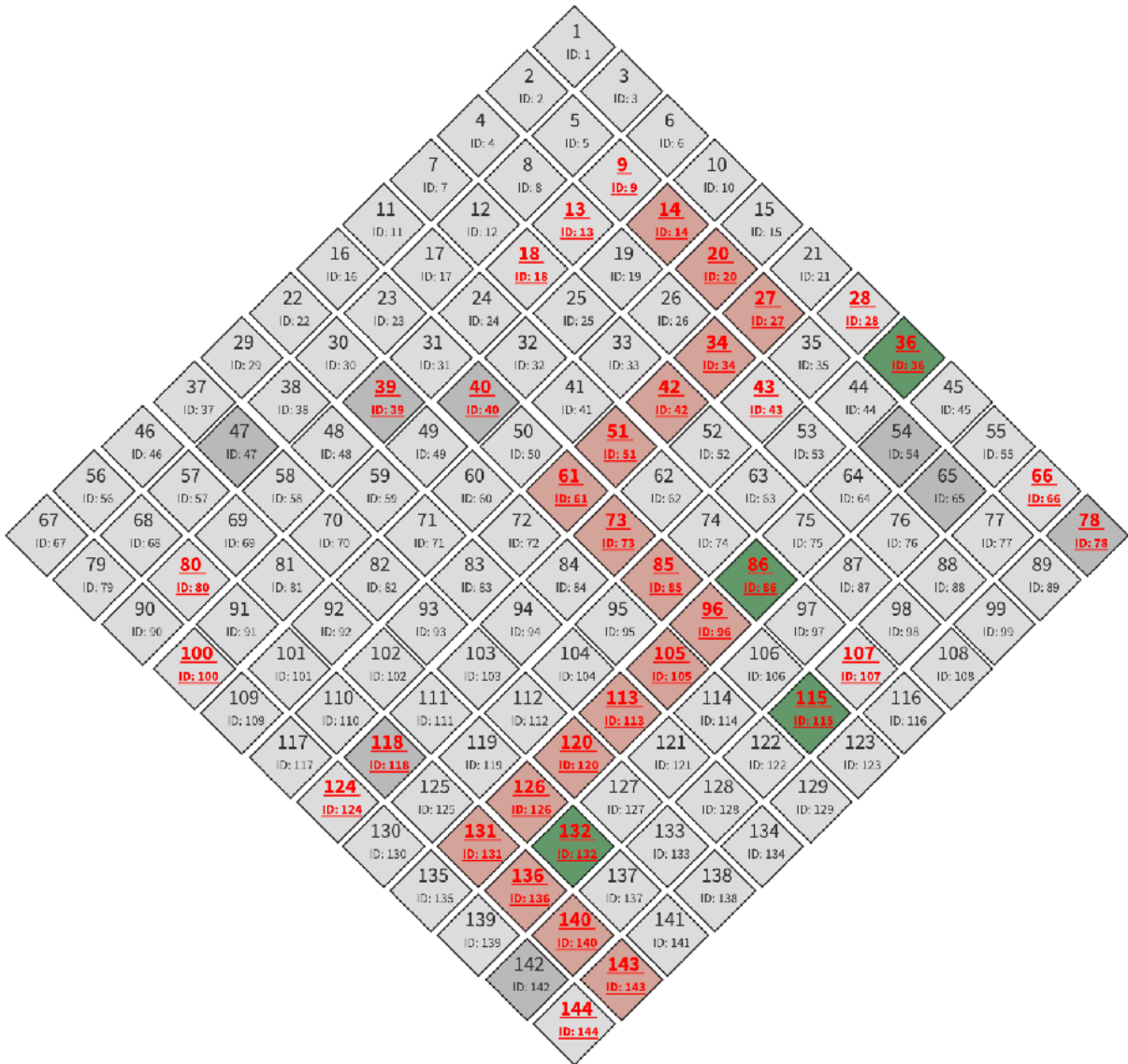
- Done** Znamy zwycięzców ostatniej tury gry - lvl 7 - ID: 400; TileId: 5332 | **User choice:** choiceld: 500; name: ; elementId: 1; price: 0 stellars;
- Done** Przywitanie - lvl 7 - ID: 358; TileId: 5330 | **User choice:** choiceld: 456; name: ; elementId: 1; price: 0 stellars;
- Done** Roboty szkoleniowe - robot 1 - Laser Picker - lvl 7 - ID: 363; TileId: 5595 | **User choice:** choiceld: 461; name: ; elementId: 54; price: 100 stellars;
- Done** Roboty szkoleniowe - robot 2 - lvl 7 - ID: 364; TileId: 5634 | **User choice:** choiceld: 462; name: ; elementId: 53; price: 80 stellars;
- Done** Roboty szkoleniowe - robot 3 - lvl 7 - ID: 365; TileId: 5539 | **User choice:** choiceld: 463; name: ; elementId: 62; price: 50 stellars;
- Done** Roboty szkoleniowe - robot 4 - lvl 7 - ID: 366; TileId: 5454 | **User choice:** choiceld: 464; name: ; elementId: 38; price: 300 stellars;
- Todo** Monitor 1 - lvl 7 - ID: 367; TileId: 5312
- Todo** Monitor 2 - lvl 7 - ID: 368; TileId: 5282
- Todo** Monitor 3 - lvl 7 - ID: 369; TileId: 5251
- Todo** Monitor 4 - lvl 7 - ID: 370; TileId: 5250
- Todo** Monitor 5 - lvl 7 - ID: 371; TileId: 5417
- Todo** Monitor 6 - lvl 7 - ID: 372; TileId: 5376
- Todo** Koniec Centrum Szkoleniowego - lvl 7 - ID: 373; TileId: 5465

Duration of the user session from the last 48 hours

Start session	End session	Duration
20-01-2019 21:49:47	20-01-2019 21:52:38	2 min 51 sek
		Average: 2 min 51 sek

Sessions history

Start session	End session	Average duration
23-12-2018	24-12-2018	1 min 44 sek



Advanced administration panel allows ongoing monitoring of the progress of the players, verification of their knowledge and building subsequent boards and quizzes.

The project was finished with success. It engaged a lot of people to acquire knowledge on a daily basis, allowed the integration of employees, built brand attachment and also provided fun.