

INTERNSHIP
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**Development of Gamified Employee Recruitment model using
Marczewski's Gamification Framework**

by

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CERTIFICATE OF INTERNSHIP

To Whom It May Concern

This is to certify that **Mr. Suyog Kamat**, a student of Goa Business School, Goa University has successfully completed his Internship on the project "**HR and Game Design Intern at Luma World**" for the period from 07/01/2022 to 30/04/2022 under the supervision of Mr. Venkat Iyer, Co-Founder, COO, Luma World, Mumbai.

We take this opportunity to thank him for his contribution and wish him all the success in life.


Venkat Iyer,
COO, Luma World




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Section A

Company Analysis

Company Overview



It all began with a simple question: How do we make academics engaging? Almost everyone they spoke had their own set of unique problems.

Parents couldn't get their children off digital screens, teachers found it tough to make lessons appealing and children wanted learning to be fun and not boring. The problems were many and the solutions were few. Luma World was established in October 2019. Their vision is to add life to learning. Education, Curiosity, Fun, and learning are the core areas of development.

They researched, tested various concepts. Their multi-pronged team tackled everything from the gamification of curricula to developing vivid user experiences. They have created a holistic and gratifying experience for all learners. By truly weaving excitement into academics.

Their tagline has a two-pronged message. One perspective is to signify the 'joie de vivre' that Luma adds to learning using our creativity, characters and storytelling. Another perspective is mathematical philosophy, where Life + Learning signifies how both are entwined together in each of their respective journeys.

All-In-One Kits Over 300 hours of games and activities for all-round skill development. The one kit to learn and play.

Games Develop skills, reduce screen time and improve social interactions. Play, learn with gamified experience.

Primary objectives of the company in the field of board gaming and educational learning.

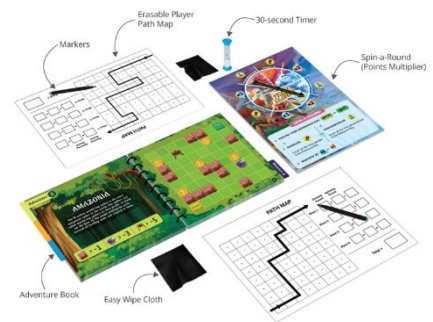
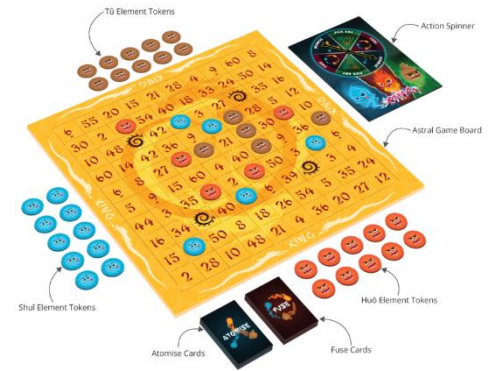
Creative Study Guide

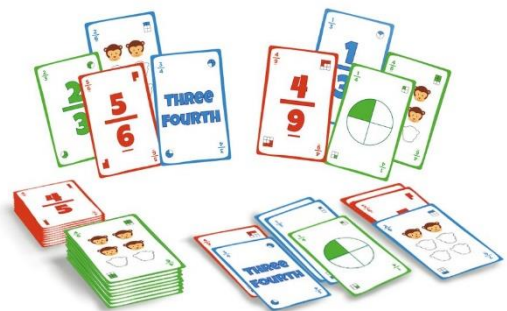
Conceptual Clarity

Gamified Experience

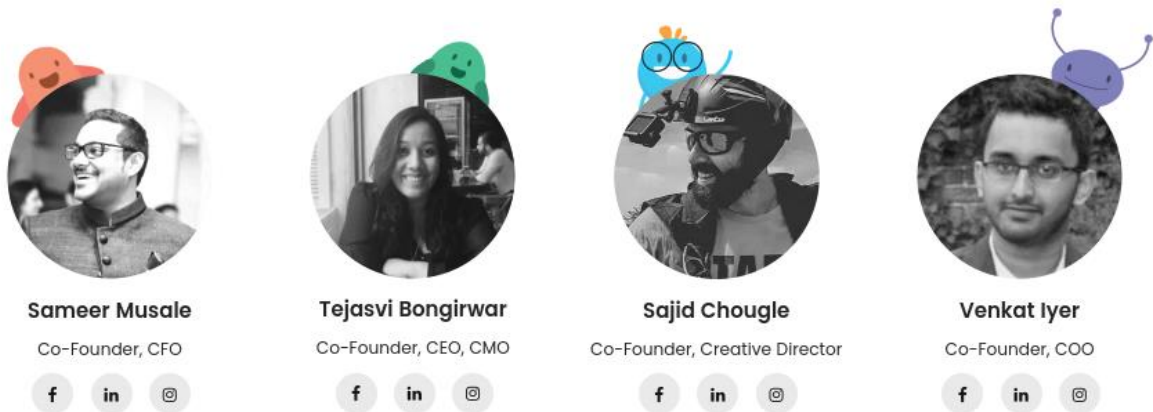
Fun Assessments

Products of the Company

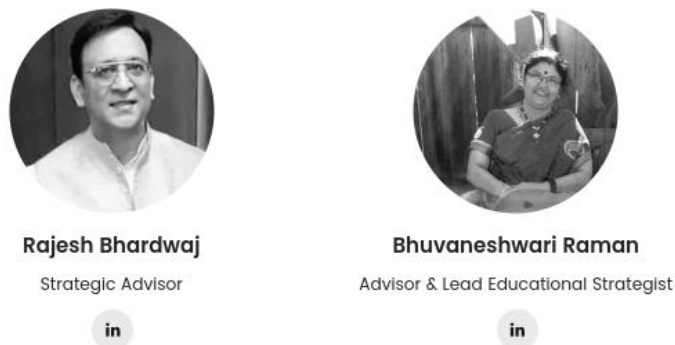




Organisation Structure



Our Advisors



The Organisation has flat structure with roles assigned to key members and co founders of the startup. It has strong leadership that allows them to tackle and strategies against all the forces that affect the business. Also, the employees are highly motivated to create value for their customers and clients.

BCG Matrix Analysis

Each of the four quadrants represents a specific combination of relative market share, and growth:

Low Growth, High Share. Companies should milk these “cash cows” for cash to reinvest. For Luma World Guess the Fence and Mystic Arts Are Cash Cow products.

High Growth, High Share. Companies should significantly invest in these “stars” as they have high future potential. Galaxy Raiders, Fracto, Alpha Steel, and, Terra Loop are Star products.

High Growth, Low Share. Companies should invest in or discard these “question marks,” depending on their chances of becoming stars. Crafty Puggles, Trail Blazers, and, Xing Are Question marks products.

Low Share, Low Growth. Companies should liquidate, divest, or reposition these “pets.” For Luma World Flash Cards and Books Are Pet products.



SWOT Analysis

Strengths

1. Creating gamified experiences for educational curriculum to make learning fun for kids and fulfil the learning objectives.
2. Taking children off the digital screen. Due to increasing screen time in today's digital era, there is string need to make sure screen time is reduced in order to avoid overstimulation of the senses and dullness of the mind.
3. Diverse product range: board games, card games, flash cards and activity books. The variety of products gives Luma World an added advantage to offer value to their consumers and customers.
4. Strong distribution and sales channels. Due to strong network presence in Mumbai, economical and sales situations are conducive for the growth of the business.
5. Global supply through the website www.mylumaworld.com . The products are designed to be global and are able to provide educational value in international markets.

Weaknesses

1. Niche market. There is a lack of widespread awareness in Indian Market, it affects the sales in terms of high growth. Although it can be tackled using the outreach of social media marketing.
2. Less awareness in the customers. The lack of awareness and misconceptions about the medium of learning creates confused customers.
3. Manufacturing quantities are less. The consequence of the above two points leads to less qualities of units manufactured.

Opportunities

1. To scale up the business in school markets. Games can easily manage the changing syllabus of the schools, because the games are designed to be providing essential learnings that are required by the school going kids.
2. Developing connections and tie ups with global retailers. Luma World is developing connections with international retailers and distributors. It is allowing them to scale up the sales slowly.
3. Target educational institutions in the world. It can also target nurseries, NGOs that are involved in teaching, home schooling etc.
4. Integrate technology into the game as an add on. The games can be integrated with technology to give kids access to new technologies that are helpful for their learning.
5. Offering games as services. This is a new market that can be captured by Luma World wherein they can hold sessions for gaming in schools and other forums and activity centres.

Threats

1. Resales on ecommerce websites. One of the Major threat is resales of the games by certain influencers, and independent sellers.
2. Online games. The online game market is growing exponentially and it is addictive in its nature. This poses a major treat to Luma World that is operating primarily in Analog games market.
3. Dependence on manufacturing vendors. There is a strong dependency on vendors, they depend on them for components of the games and new materials require testing and other compliances that extend the timelines of the projects.

VRIO Analysis

Valuable

1. To provide educational learning and teach real life concepts through gamified experiences. Luma World has resources to produce high quality board games and educational material for kids.
2. Delivering the learning while playing. The games are designed on such a way that kids learn crucial educational concepts while having fun playing the games.
3. Strong relationship with vendors and manufactures. The business relations are strong being in a city like Mumbai. It creates a good network of vendors.

Rare

1. Risk taking attitude to capture the niche board game market. The company uses its resources to take risks in markets. There are talented members rare to be found who are intelligent to rewire the business model as per the new market trends.
2. Adaptability: new customers new market regions are captured using product of the company. The company has flexibility and adaptability to solve new challenges and convert them into opportunities.
3. Problem solving skills: small workforce that manages various operation and functions. Employees are solution oriented and motivated to undertake any task that comes their way.
4. Innovation with new materials to make the games. The company has access to new materials because it has strong network of vendors that are always improving their materials catalogue.

Inimitable

1. The products are of high quality. There are hardly any companies that are producing such high quality board games using innovative ideas.
2. Location of stores: online (Amazon, Flipkart, Snapdeal, etc.) and offline (Starbuck and Sparklebox, etc.). The distribution and sales channels are offline as well as online. It allows them to understand the customer requirements and create products before other competitors.
3. Competitive pricing: the company offers highly competitive prices by offering 33% discount margin at the same time providing high quality products.
4. Customer experiences: kids and parents enjoy the games as parents provide educational value to their kids through the games and kids have fun playing the games.

Organization

1. The company is highly selective in terms of employee hiring and training processes. It ensures the team is high performing and dedicated in creating values to the company.
2. There is high investment in research and development of games as well as new materials.
3. Corporate leadership is very enthusiastic and knowledgeable consisting of four co-founders.
4. The production capacity is around thousand copies of each game. There are 7 board games and 2 card games, flash cards and books in the current product portfolio.
5. Organizational culture is similar to start up culture with horizontal structure. They have a small team to manage all the departments.

Section B

Industry Analysis

Pestle Analysis

Political

- 1. Bureaucracy and interference in Toys & Games industry by government. BIS certification is new norm that is not clearly articulated for all the SMEs and overall toy and games industry for that matter. It creates hurdles for entrepreneurs to create business.
- 2. Intellectual property protection- It is very crucial to protect the ideas and IPs in order to safeguard a business from copyright and trademark issues.
- 3. Taxation and incentives- There are lenient norms for taxations because the company is a startup and it allows them for more incentives to grow as a business.
- 4. Industrial safety regulations in the Consumer Goods sector. Choking hazards, BIS certification to ensure material quality in the final product. It is enforced to ensure safe gaming experience for kids.

Economical

- 1. Infrastructure quality in Toys & Games industry- Since it is new trend in India to play board games in a mainstream daily routine, there is lack of infrastructure and organisation in the country in terms of raw materials and manufacturers.
- 2. Skill level of workforce in Toys & Games industry. There is significant amount of skill in the workforce that allows them to create products with optimal productivity.
- 3. Labour costs and productivity in the economy- It is slightly expensive to create customer toys and high quality games from wood and other 3D printing methods.

Social

- 1. Class structure, hierarchy and power structure in the society- Except for economically lower sections of the society, the games are very affordable and accessible. Efforts are also being made to provide access to marginalised communities to provide them with such values.
- 2. Education level as well as education standard- Large segments of the population are going through the formal education process. It allows for huge market share for the company.
- 3. Culture gender roles, social conventions etc.- The games also designed to make sure they are gender neutral and age specific to cater to the educational needs of the targeted demography.

Technological

- 1. Technology's impact on product offering- Certain products can be integrated with digital technology to enhance the experience of the player.
- 2. Impact on cost structure in Toys & Games industry- Although the costs are not very expensive, the choice of material and usage is limited to specific categories such as plastics.
- 3. Impact on value chain structure in Consumer Goods sector- the value chain is strengthened by the growing demand for educational games and products as well as the rise in infrastructure that supports the supply chain as a whole.
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Environmental

- 1. Laws regulating environment pollution- The use of single use plastic and other types of plastics that harm the environment are systematically prohibited by the government authorities.
- 3. Recycling, Waste management in Consumer Goods sector is highly encouraged to make sure there is minimal environmental damage by the production and scraping of the products.
- 4. Attitudes toward “green” or ecological products. These types of products and practices are promoted by the regulations and also incentivised for the greater good of the society and the environment.

Legal

- 1. Anti-trust law in Toys & Games industry and overall in the country. The laws are allowing new entrepreneurs and startups to come up with their innovative products by limiting the competition of established players.
- 2. Copyright, patents / Intellectual property law- These laws are getting more and more stringent with heavy penalties for violation of the IP rights.
- 3. Health and safety law- The laws are shaping up very well to ensure the health and safety of the workers in the manufacturing units as well as to ensure quality of the product for the customers.

Porter's Five Forces Analysis

Threats of New Entrants

The threat of New Entrants is Medium. New entrants in Toys & Games brings innovation, new ways of doing things and put pressure on Luma World through lower pricing strategy, reducing costs, and providing new value propositions to the customers. Luma World has to manage all these challenges and build effective barriers to safeguard its competitive edge.

By innovating new products and services. New products not only bring new customers to the fold but also give old customer a reason to buy Luma World 's products. By building economies of scale so that it can lower the fixed cost per unit. Building capacities and spending money on research and development. New entrants are less likely to enter a dynamic industry where the

players such as Luma World keep defining the standards regularly. It significantly reduces the window of extraordinary profits for the new firms thus discourage new players in the industry.

Bargaining Power of Suppliers

The bargaining power of the supplier is medium. All most all the companies in the Toys & Games industry buy their raw material from numerous suppliers. Suppliers in dominant position can decrease the margins, Luma World can earn in the market. Powerful suppliers in Consumer Goods sector use their negotiating power to extract higher prices from the firms in Toys & Games field. The overall impact of higher supplier bargaining power is that it lowers the overall profitability of Luma World.

One of the lessons Luma World can learn from Hasbro and Mattel is how these companies developed third party manufacturers whose business solely depends on them thus creating a scenario where these third party manufacturers have significantly less bargaining power compare to Hasbro and Mattel.

Bargaining Power of Buyers

The bargaining power of the buyer is high. Buyers are often a demanding lot. They want to buy the best offerings available by paying the minimum price as possible. This put pressure on Luma World profitability in the long run. The smaller and more powerful the customer base is of Luma World, the higher the bargaining power of the customers and higher their ability to seek increasing discounts and offers.

By building a large base of customers will reduce the bargaining power of the buyers plus it will provide an opportunity to the firm to streamline its sales and production process. By rapidly innovating new products. Customers often seek discounts and offerings on established products so if Luma World keeps on coming up with new products then it can limit the bargaining power of buyers. New products will also reduce the defection of existing customers of Luma World to its competitors.

Threats of Substitute Products or Services

The threat of a substitute product or service is high. Since it offers a value proposition that is uniquely different from present offerings of the industry. Online gaming is on the rise especially in India, therefore it creates a pressure on board games and off-screen games. By being service oriented rather than just product oriented. By understanding the core need of the customer rather than what the customer is buying. By increasing the switching cost for the customers.

Rivalry among the Existing Competitors

The rivalry among the existing players in an industry is high then it will drive down prices and decrease the overall profitability of the industry. Luma World operates in a very competitive Board Games industry. This competition does take toll on the overall long term profitability of the organization. By building a sustainable differentiation, by building scale so that it can compete better, and Collaborating with competitors to increase the market size rather than just competing for small market.

Learnings Derived

Game Design Workflow

Creation of learning objective: This is done by discussing with teachers, educational adviser and educationist

Conceptualization: This is done by brainstorming various ideas.

Short listing of ideas: Out of various ideas better and impactful ideas are chosen.

Mock-up of the game: A mock-up copy is prepared to test the game and the rules.

Internal testing: Here the game is tested for its mechanism.

Basic creatives: In this basic functional art work is prepare.

Blind testing and feedback: Here the game is tested with the target audience that is kids and parents.

Refinement of the game: In this stage the game mechanism and rules are refined to make it flawless.

Final creatives: Final art work is prepared by hiring the artists.

Final prototype testing: Here the game is tested quality material feel and overall game play.

Vendor selection: The quotation for the components of the games is given to the selected vendors.

Sample approval: Here the 1st production copy is examined for production quality.

Manufacturing: Here around thousand copies are manufactured per game.

Assembling: Different components of the games are assembled to form a finished product.

Quality control testing: A subset of the copies is tested for quality control using various quality standards such as BIS, ASTM, EN71 etc.

Marketing: Through social media marketing, digital marketing and advertisements.

Sales: Through ecommerce web site like Amazon, Flipkart etc.

Product feedback: Customer feedback is collected for improving the product.

Tasks Performed

To Design an Educational Card Game

I was assigned to designed an educational card game. I was given full liberty to come up ideas and design the game from scratch. I did research into the learning objectives that required relevant attention to be taught to new generation of children.

I discovered that domestic waste management and segregation required crucial attention. Since the urban societies are generating domestic waste at an alarming rate and most of it goes

unmanaged, it ends up in landfills and waste dumps unsegregated. This waste creates pollution alarming rates. It also leads to problems such biological magnification.

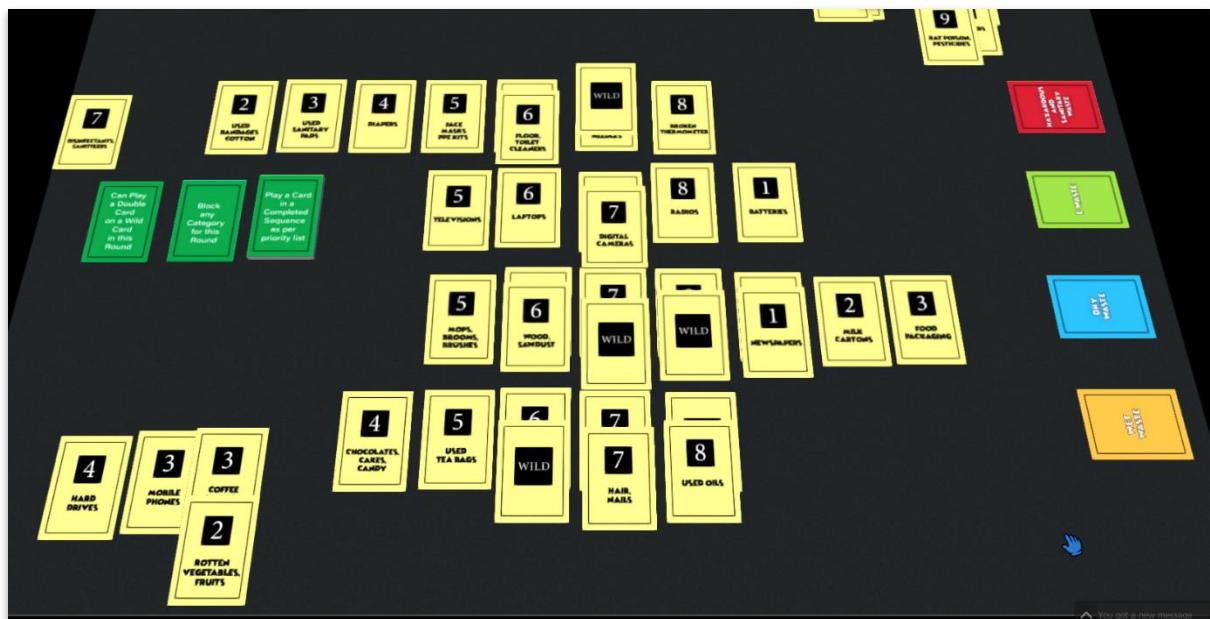
I decided to go forward with the idea to create a card game to teach waste management and segregation so the kids and parents learn to manage domestic waste. It would also inculcate good habits in the children such as cleanliness, hygiene, and environmental restoration.

The name of game is **Trash Squad**. The game consists of 4 suits of waste categories namely: Wet waste, Dry waste, E- waste, and, Biomedical waste. Each suit consists of cards ranked from 1 to 9. The game mechanism consists of two phases.

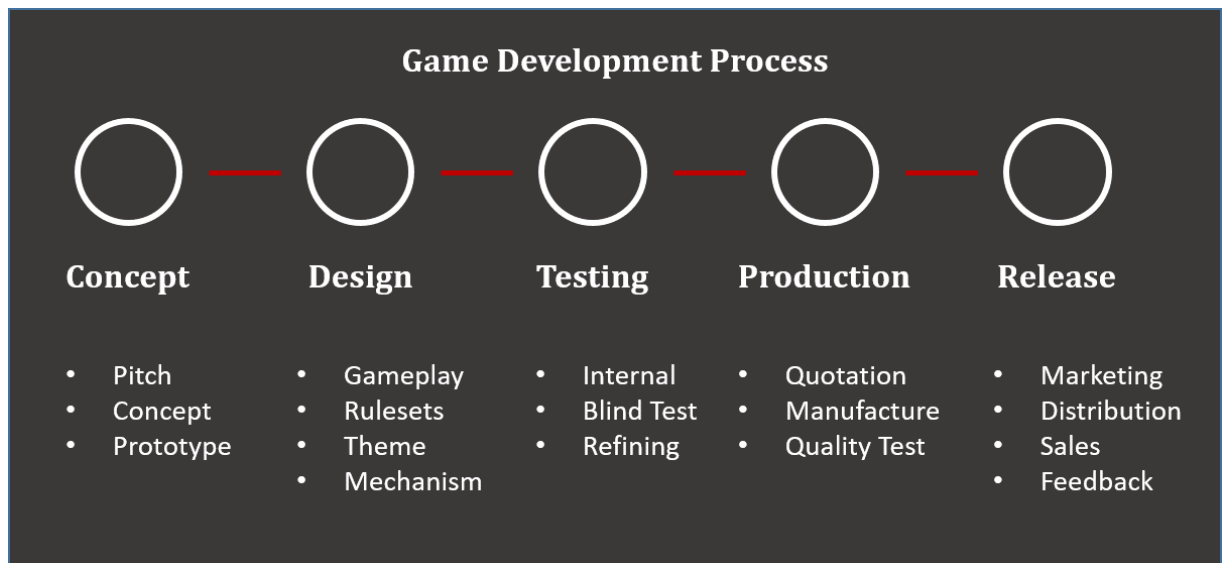
In the first phase, players try to pick up waste, this phase is designed to teach the good habit of picking up waste. In the second phase, the players try to dispose it segregating the waste in different waste categories.

The game was accepted to be taken forward for prototyping and production. The game has educational value as well as the fun factor for the kids to enjoy the game.

A screenshot of playtesting session depicts the game with basic creatives.



Skills Developed



Concept:

In this stage the concept of the game is finalized. Basics prototype is prepared this prototype can be pitched to the publishers or the Clint.

Design:

The design stage consists of critical task such as game play, rules sets, themes and mechanisms.

Testing:

Testing is the most crucial stage of game development process at 1st internal testing or alpha testing is done to ensure basics game play. 2nd blind testing is done to make sure the game works with the players. 3rd final refining is done to make the game flawless.

Production:

In this stage the game under goes manufacturing and quality test to become a finished product.

Release:

The game is marketed promoted for the target audiences it is distributed through various channels for sales. The customer feedback is collected for improving the product.

Product Management

1. Idea Management

Inspiration can strike anyone at any moment. Plus, there are plenty of mechanisms for teasing them out, from brainstorming sessions to customer interviews to keeping tabs on your competitors.

It's essential to capture and manage them centrally, preferably with some useful organization and tagging for when you eventually evaluate them. Luma World maintains a transparent system for collecting, aggregating, and storing these ideas falls on product management.

2. Specifications

Teams answers these questions collaboratively with input from a range of stakeholders to consider all angles and ensure that there's agreement going forward on what exactly everyone has in mind. Another goal of fleshing out the product requirements during this stage is to get a sense of just how big of an undertaking a given item or project might be.

3. Road mapping

It lets the product team decide exactly which specific items will have the biggest impact and best ROI closer to the time of actual implementation.

4. Prioritization

Prioritization exercise should always include broad stakeholder participation, taking multiple viewpoints and opinions into account. Prioritization must balance the urgent, burning issues stakeholders are complaining about or clamouring for with the must-have items critical to executing against the medium-to-long term strategy for the product and company.

5. Delivery

Company operates with intermittent delivery, where new functionality, bug fixes, and other changes ship as soon as they're completed and tested. In practice, this might result in multiple releases per year in some cases.

6. Analytics and experiments

Product analytics also enables product teams to conduct experiments. Teams can test all sorts of scenarios on different segments of the user base to measure their efficacy. The results then inform the roadmap and optimize the current user experience.

Identifying the traits of successful/profitable customers can also inform which niches to invest in from both a product functionality perspective as well as on the sales and marketing side of the business.

7. Customer feedback

A shipped product also means a cadre of customers to collect and solicit feedback from. Helpful suggestions and insights are often accompanied by complaints, outlandish requests, and realizations that the product has fallen short of customer expectations. Customer feedback opportunities include surveys, customer advisory boards, focus groups, customer interviews, and usability tests.

Problem Identification

Since India is yet to be aware about the growing trend of board games, tabletop games there is potential to scale up provided sufficient awareness is generated in the public. The market is small but has potential to grow in the future.

Luma world is one of the players in this niche market of board games. Since India and its people are spending more time on online performs and gaming it is affecting the customer base of Analog games.

Therefore, Luma world manufactures less quantity of games as there is less demand in the market. Because of this Luma world operates in boots strap mode. There are very less investors for this business therefore the financial strength of the company is moderate and the Human resource is very limited i.e. a small team operates the company.

Conclusion

In conclusion, this internship has been an excellent and rewarding experience. I can conclude that there has been a lot I've learnt from my work at Luma World.

The technical aspects of the work I've done are not flawless and could be improved provided enough time was spent on the learning process. Especially, the game design experience was a shift from amateur to professional arena.

Main things that I've learned at Luma World are importance of our time-management skills, self-motivation, completing the deliverables on time, Professional conduct, and learning attitude to keep up with new knowledge and trends.

However, I do think that there are some aspects of the job that I could have done better and that I need to improve upon. I need to build more confidence in applying game design principles.

Last but not the least, I would like to thank Luma World for providing me with this wonderful opportunity in the field of my passion. The work assigned to me was a great mix of challenging and interesting tasks. I am learning a lot from this internship experience.

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Section C

Introduction

Any organisation or a company is an assemblage of resources that allows it to create value for its customers or clients. One of the major resource is human resource . Therefore, employing and maintaining appropriate talent is important for the success of the organisation. Since the advent of Industry 4.0 it is difficult to acquire and maintain talented people. HR professionals need to upgrade themselves to keep up with the rapidly advancing industrial trends.

Although Conventional recruitment process is effective, it needs to be redesigned according to the recent technological advancements. Gamification and its principles if applied to the recruitment process will drastically improve and refine the results. The objective of gamification in recruitment process is to improve employee engagement, motivation, productivity and relatability in the organisation. The main aim of this project is to develop a model of gamified employee recruitment process.

Statement of Problem

This project presents a gamified system for employee recruitment. There is a growing problem of hiring talented people. Recruitment process needs to be redesign using elements of gamification to solve the issue of hiring and maintaining talented people. Gamified recruitment allows HR professionals to engage new candidates for job offers, evaluate people as per person-job fit, access motivation levels of the candidates, and also evaluate people for their skill sets. Marczewski gamification framework provides a guide to develop gamification in recruitment. This framework is feasible in terms of its application.

Scope of the project

The project relies on the Maczewski gamification framework to develop a model for employee recruitment process. The Project intends to assign user type, develop game elements, create motivation and feedback loop, and set reward structure in the process of recruitment. The model will be developed as a proposal for any organisation to be tested and implemented for their recruitment process.

Research Objectives

1. To streamline the process of recruitment.
2. To ensure engagement of qualified and interested candidates.
3. To evaluate the skills, personality, and behavioural aspects.
4. To create a potential talent pool for high performing organisations.

Literature Review

Gamification

Gamification is the applications of gaming-elements in non-game-like environments. The concept can be applied to instil contexts of engaging fun, that can be generally uninteresting in its execution. Gamification can be applied to almost any field. Game elements like leader boards, badges, levels, point system, etc. It brings amusement and added involvement in the process.

The concept of gamification was first used by Nick Pelling in 2002 (Marczewski, 2013). Gamification can be also excellent tool in situations such as motivation, encouraging competition, and higher involvement (Kapp, 2012).

In 1980s, professors at the Massachusetts institute of Technology began to consider the possibility and feasibility of using gamification in the field of education.

In 2000, witnessed the advent of gaming systems and games training people on social etiquettes, moral values, etc. Bunchball, a California based company designed game mechanics to help clients improve their online engagement.

Online platforms are reliable as it records, measures, and reviews employee's skills from their induction and also during their engagement period with the organisation (Lawaande, Mohile & Datta, 2016).

The Aberdeen Group (2013) stated that organizations that implement gamification observe significantly better results, higher efficiency, involvement, engagement, retention and motivation.

Since the advent of social media, workforce demands strategic processes from HR. (Khetarpal, 2016) Gamification employs the principle of games like fun, play, design, competition and even engagement on organizational objectives and operations such as recruitment and training and development. (Meister, 2015)

If gamification is implemented in a proper setting based on a framework, it can motivate potential candidates to get recruited to job roles that inspires them by achieving badges or by going through other gamified processes. (Sengupta, N., & Sengupta, M., 2015)

Domino's developed an app and website called Pizza Mogul in collaboration with Thoughtworks. Where the customers were allowed to design their own pizza as per their taste preferences. The app and the process was gamified to come up with innovative pizza options for the menu.

Google every year organizes a software-writing competition called Google Code Jam. The contestants have to solve algorithmic puzzles in languages like JavaScript, C++, and Whitespace. It's fun and competitive that helps candidates hone their programming skills. Also it attracts the right talent for the job.

Recruitment

Recruitment of an employee is defined as an employer's action that aims at bring a job opening to the attention of potential job applicants or influence application for a job. It also creates interest until a job offer is made. Recruitment can also be understood as an attitude training involving individuals who develop a notion of working for an organization.

In recruitment, gamification is incorporated to improve the engagement of potential applicants towards the company by involving them in the recruitment process.

With respect to the recruitment and the selection in an organization, gamification can be ideal both for the employees and for the employers. The candidate is more involved on the process and gets familiarized with the organisational work environment in a virtual setup. It increases the degree of comfort, since being involved in the process of selection. Also, it allows the company to obtain an additional information that the candidate would never reveal in a conventional sense. (Holgado, 2015)

Research Gap

This project will lead to a model that will have high feasibility and large scale application in terms of recruitment process. The gamified model will allow organisations to implement a process that will create high engagement rate in the potential candidates. Although, this model needs to be tested before it can be applied for its purpose. Based on the new technological trends, this model will upgrade the recruitment process for as per the new paradigm shift in the field of Human Resource.

Research Methodology

The project is based on Marczewski gamification framework. This frame work is easy to implement and also it is compatible with recruitment process in terms of its application. In this frame work the players are divided in to four types of intrinsic motivation. These are Socializer, Free Spirt, Philanthropist, and Achievers. The general traits of the people or the candidates is that of an Achiever since they are trying to achieve a job that will suit their skill sets and motivation.

Marczewski's Gamification Framework

The first stage is to plan the model by answering the following questions.

- 1.What will be gamified?
- 2.Why will it be gamified?
- 3.Who is the user?
- 4.How to gamified?

The second stage is to design the game mechanics, motivation, feedback loops. This will be the stage where the recruitment strategies and business objective are incorporated into the gamified system.

User Type: Achievers are motivated by mastery. They are characterized by their desire to gain knowledge, learn new skills, self-improvement, and overcoming challenges presented to them. These are all traits that are desired by employers, regardless of company type.

Game Elements and Mechanics:

1. Levels / Progression is a means to show the progress of a player.
2. Quests / Challenges are used by the system to provide challenges and provide guidance to players.
3. Achievements / Rewards is a gift, tangible or intangible, presented after the occurrence of an action (i.e. behaviour) with the intention of causing the behaviour to occur again.
4. Leader boards aim to make simple comparisons.
5. Competition allows users to challenge each other to get high scores on several activities.

Motivation:

1. In terms of relatedness achievers want to have status.
2. In terms of Autonomy they want to strategize and have choice of their own.
3. They drives are for mastery and upgrading skills.
4. Their main purpose is to achieve goals, objectives and grow through the whole process.

Rewards:

The reward system for achiever player type is to have tangible or intangible rewards that represent the achievements of their ventures. Such as points, money, badges, trophies, gifts, etc.

Once the design is prepared a trial test will be carried out to gauge the success of the system and to collect feedback.

Based on the design a mockup will be created using design tools like Inkscape to prepare a User Interface that can be converted to the UI/UX version for testing in real time environment.

Learnings Derived

I learned about the gamification frameworks. Also, about different types of frameworks. How to assign player types based on their intrinsic motivation. What are the ways to drive motivations of such player types and create feedback loops for engagement? How to formulate reward systems that can incentivise players to engage more. I also learned about the conventional recruitment and screening process and how it enables organisations to hire talented and motivated employees.

Discussion

Planning stage

The proposed recruitment process will be designed as a web based system by taking in to consideration the business objectives of the organisation.

1. A gamified recruitment To streamline the process of recruitment.
2. To ensure engagement of qualified and interested candidates.
3. To evaluate the skills, personality, and behavioural aspects.
4. To create a potential talent pool for high performing organisations.
5. Evaluate people who have diverse experience

The users of gamified recruitment system are job applicants and interested talented candidates.

Design stage

The design will use only 2 elements from the 4 design elements in the Marczewski's Gamification Framework, namely Motivation and Feedback & Game Mechanics.

User Types

Achievers are motivated by mastery. They are characterized by their desire to gain knowledge, learn new skills, self-improvement, and overcoming challenges presented to them. These are all traits that are desired by employers, regardless of company type.

Game Mechanics

Points

Each applicant will be awarded points for each correctly answered questions. The applicant will be awarded extra points if the applicant can finish the test before the time limit.

Badges

Badges are awarded based on various parameters of judgement set for the performance of the players in the gamified system to unlock special achievements.

Levels

These are stages of progression for a player in the game. The levels get progressively difficult.

Quests

Quests are special arenas to test willingness of a player to embark on journeys or challenges that demand special efforts from the players

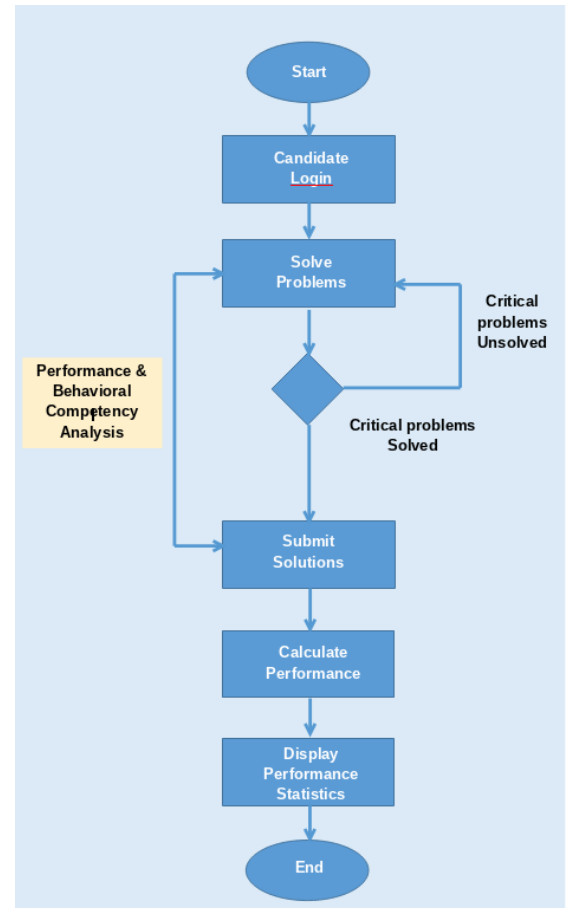
Leadersboard

These are meant to rank players based on their progress statistics.

Game Rules and Gameplay

A game is system of rules and setups that allows players to be engaged in a competitive, semi co-operative, and co-operative modes. The mechanisms are selected based on the themes. Themes are real or artificial constructs that can be gamified. The rules determine the settings of the system that processes the inputs from the decisions of the players and gives outputs that change the state of the system.

In a gamified recruitment system the candidates are the players, the web based system is setup for recruitment purpose, elements of game such as levels, leaders board, badges, points, quests, etc. are implemented to improve the recruitment process.



User Interface Prototype

Login Page The player/user starts at the candidate login page, where he/she will input the Candidate ID number and agree to the terms and conditions of the test.

Welcome to Gamified Recruitment Portal

Username

Passcode

I agree to the terms and conditions of the Recruitment procedure

☐

LOGIN

Problems page Once the user is logged in, the page will show problems. The submit button can only be clicked once critical questions are answered.

Problem 1:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ?

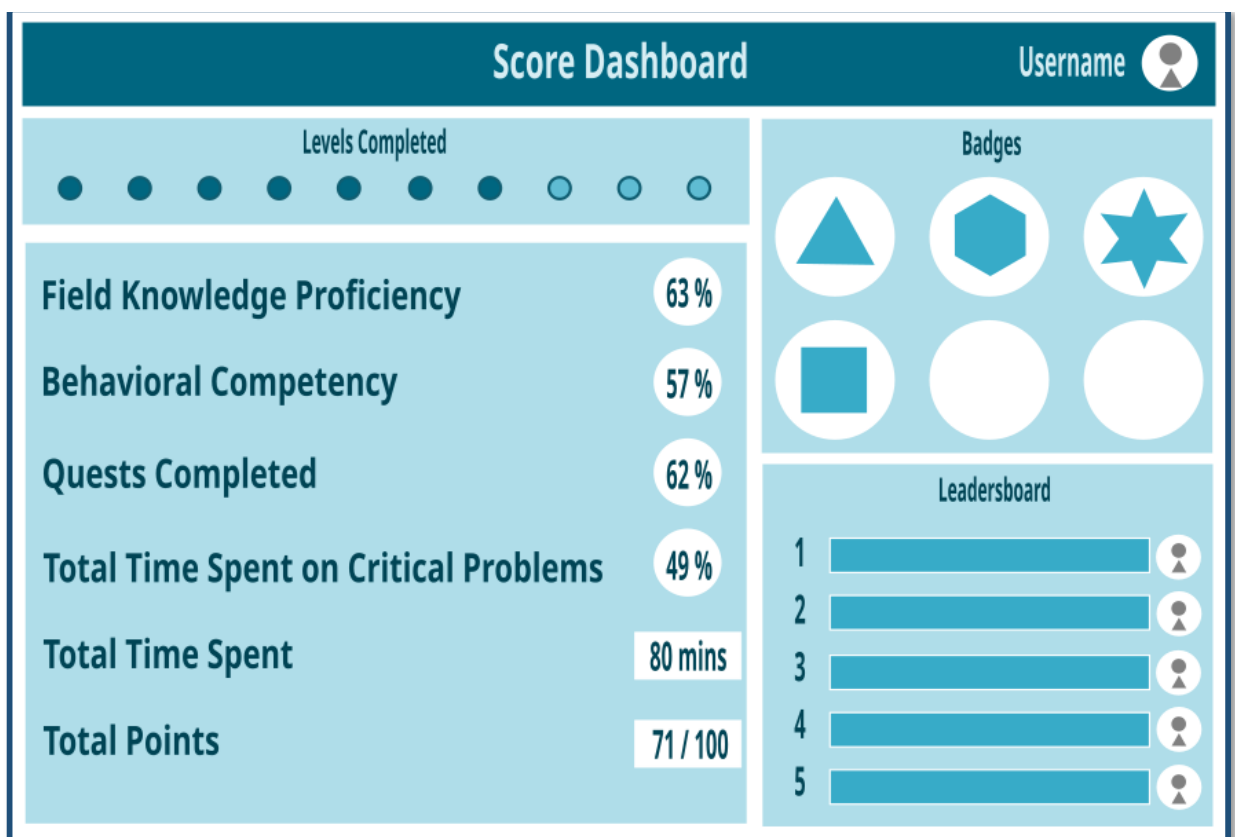
1

2

3

4

Dashboard page Finally, the user will be lead to the dashboard that will display their performance statistics.



Conclusion

Incorporating gamification in recruitment process will improve HR activities such as hiring, talent management, motivating employees. It will help organisations to achieve business objectives as well as maintain a competitive advantage over other competitors.

There are multiple advantages of a gamified recruitment process such as hiring right people for right jobs, managing talent pool, motivation, reducing employee turnover, retention, engagement, and managing performance. These are major aspects of HR activities that allows the organisation to function with optimum performance. It also ensures a healthy organisational culture by recruiting people whose career goals are aligned to objectives of the organisation.

This project aims to formulate a system on various feasible ways to implement gamification in employee recruitment process using Marczewski gamification framework.

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