



# Mega Reji

A gamified mobile application framework for stage  
management system

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# Company Information



- UTRLAB is a Human Computer Interaction (HCI) expert with user experience research and design experience.
- Founded in 2008.
- Active Working Areas
  - E-commerce
  - Mobile Applications
  - Defense Applications
- UTRLAB services include:
  - Advanced Usability testing
  - User Interaction research
  - Human Computer Interaction Services

# MEGA REJİ

A film production application that involves gamified system for whole film production team.

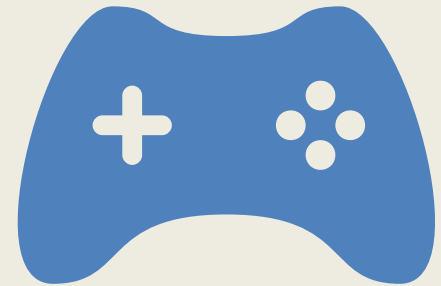
- Communication with each other, writing scenario, scheduling etc.
- Compatible with website and mobile devices.

## Main Features

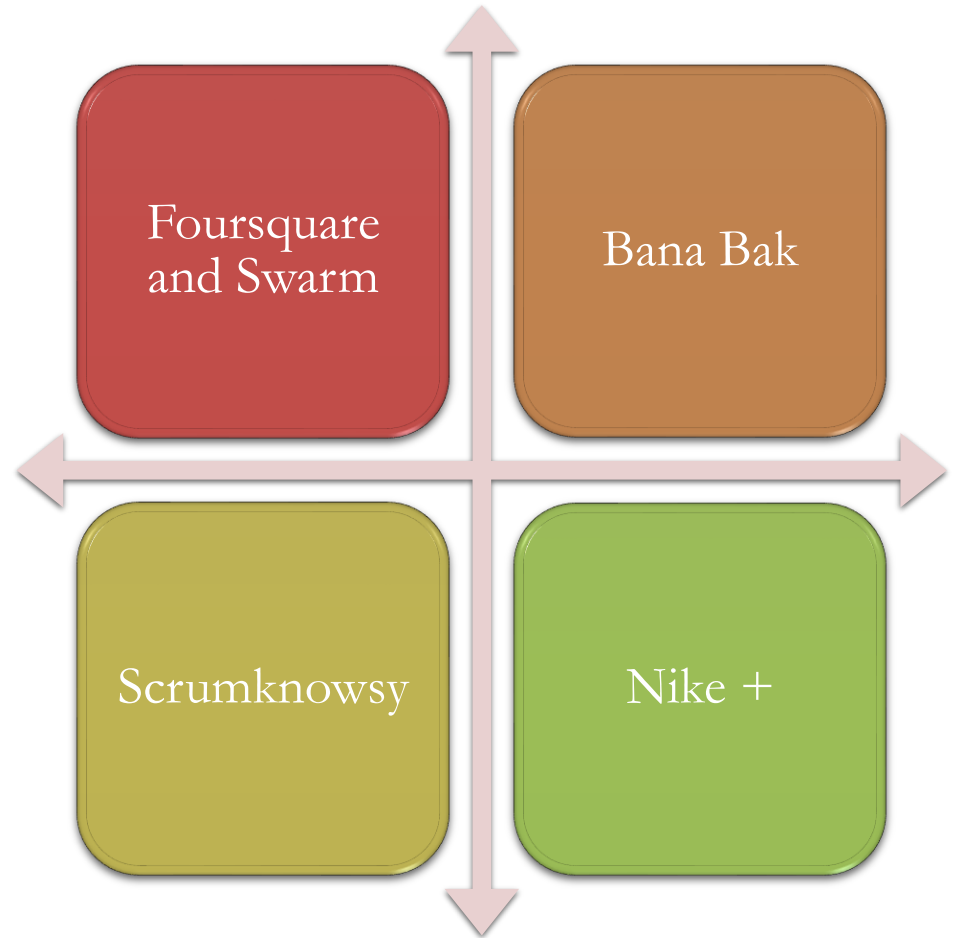
- Contact with each other instantly
- Make arrangements on schedule
- Deal with instant changes

# Gamification

- Gamification is becoming a popular and significant technological progress in work life.
- Gamification is the using game design items in non-game environment [1].
- The study of incentive mechanisms (i.e. reward system)



# Gamified System Examples



# Problem

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By development in technology, companies has started to use technology in their work life.

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In film production the main problem is tendency of work to be complicated, because there are lots of level in film production groups.

# Similar Projects

Virtual Callboard [2]	Yamdu [3]	Edictive [4]	Setkick [5]	Studio Binder [6]
<u>Announcements:</u> Post an announcement for a specific production or entire site.	<u>Announcements:</u> Create announcement for all crew in order to inform them.	<u>Dashboard:</u> Visually track the project and individual work; introduce gamification through project status to the teams work.		
	<u>Call Sheets:</u> Users generate their daily call sheets using data they already created in pre-production and distribute them automatically.	<u>Call Sheet Calendar:</u> Users can deliver their call sheet digitally and receive confirmation of who has and has not seen it.	<u>Call Sheets:</u> Users Generate a digital callsheet for each day of production from your stripboard.	<u>Call Sheets:</u> Mobile and tablet
<u>Send notes and e mail:</u> Send notes individuals or groups of users at the same time.		<u>Internal &amp; External Messaging:</u> Users can collaborate effortlessly with their crew, stakeholders easily.		
<u>Forum discussions:</u> People can post a topic of discussion, attach files or images.	<u>Tasks:</u> Assign trackable tasks to departments, crew members, and/or yourself.	<u>Task and Scheduling:</u> Schedule then allocate tasks and milestones for your crew and colleagues on the project. Visually track progress.		<u>Task&amp; Calendar:</u> Users can use production calendar easily by clicking and dragging events.
<u>File sharing:</u> User can share file with entire production or departments, also user can create folders in order to organize the files.	<u>Document Management:</u> Stores all files in one place and accessible from anywhere, anytime.		<u>Script Import:</u> Users can easily import script in PDF format.	<u>File Sharing:</u> Studio Binder provides a cloud for file sharing and storing. Users can upload their files and other users can access these files.
<u>Scheduling Calls:</u> Organize, publicize, and track individual and production schedules.	<u>Project Calendar:</u> Easily invite specific crew members or departments to events and meetings, like PPMs, etc.	<u>Calendar:</u> A schedule calendar of your entire project with tasks, milestones and call sheet dates and durations.		
<u>Track attendance:</u> Managers can calculate the number of hours worked by each person in a given week.	<u>Shooting Scheduling:</u> Scheduling with scene numbers, roles, short synopsis, estimated shooting time, etc. Also, users are able to connect their shooting schedule with their production schedule so that they are constantly synchronized.			<u>Shooting Schedules:</u> Users can create their professional shooting schedule with an elegant drag-and-drop stripboard interface.

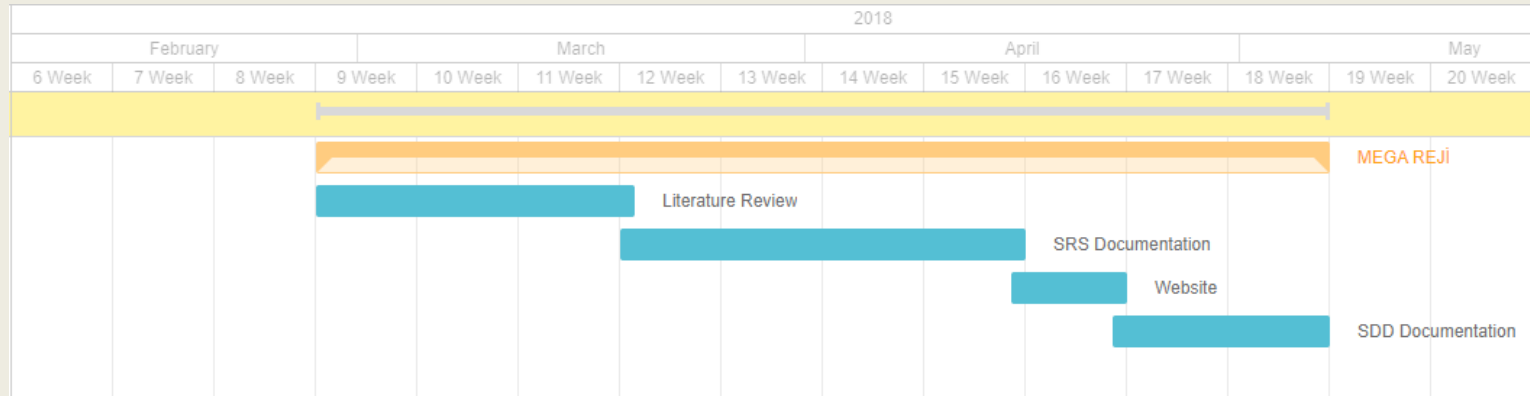


Virtual Callboard	Yamdu	Edictive	Setkick	Studio Binder
	<u>Production Scheduling</u> : Create and evaluate different production scenarios.			
<u>Creating customized report template</u> : File a report and report editing	<u>Breakdowns</u> : Each department should know needs and contributes the breakdowns part.	<u>Script</u> : Script writer can write scenario and link to his/her production cast, crew, locations etc. Right from the script.	<u>Sheet Breakdown</u> : Setkick provides to users complete set of breakdown and stripboarding tools built right inside their browser.	<u>Script Breakdowns</u> : Import scripts and tag elements like props and wardrobe.
	<u>Financing</u> : Easily create unlimited financing scenarios, keep track on deadlines for fundings, and manage contracts and deliverables for your partners.	<u>Budget</u> : User can track production budgeted to the user's actual production spend.		
<u>Contact Sheets</u> : Create and print customized contact sheets.				<u>Contact List</u> : Manage and send messages to talent, crew, vendors, clients and more.
<u>User Management</u> : Each user has username and password.	<u>Crew Management</u> : Generate contact lists and reach crew and its contact information.		<u>Crew Management</u> : Manager can access cast and crew contact information easily.	<u>Cast and Crew Management</u> : Make film crew lists of potential hires, cast auditions, or favorite production crew by department.
<u>Multi- Production Management</u>	<u>Casting Database</u> : Collect, present, discuss and select cast members for all roles of project and distribute important information.	<u>Portfolio and Management</u> : Manager can assign user roles to all his/her account users giving everyone only the level of access they need.		
<u>Archive</u>	<u>Costumes</u>			
	<u>Makeup</u>			
	<u>Location Scouting</u> : Users make location proposals accessible to the crew, to get valuable input.		<u>Location</u> : Setkick provides a map for choosing a location.	
	<u>Props Management</u>			

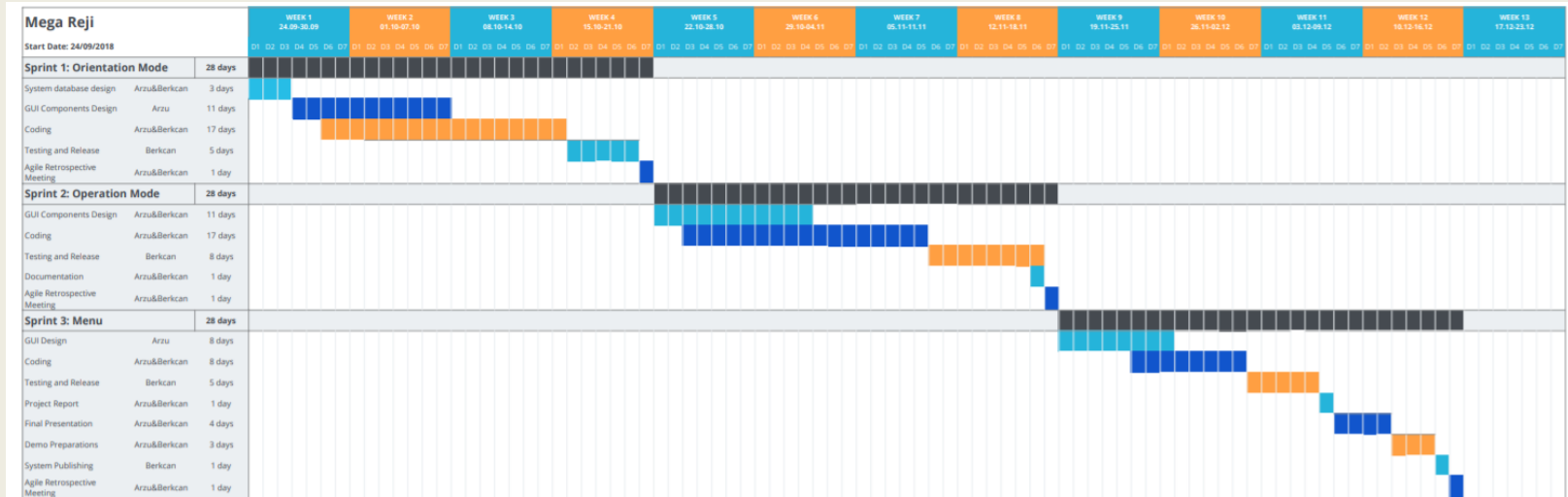
	Announcements	Call Sheets	Messaging	Task Scheduling	File Sharing	Calender	Shooting Scheduling	Breakdowns	Financing	Contact List	Crew Management	Post Production
Virtual Callboard	✓		✓		✓	✓		✓		✓	✓	
Yamdu	✓	✓		✓	✓	✓	✓	✓	✓		✓	
Edictive	✓	✓	✓	✓		✓		✓	✓			
Setkick		✓			✓			✓			✓	
Studio Binder		✓		✓	✓		✓	✓		✓	✓	✓

Table 1: Comparison of main features of similar projects

# Workplan

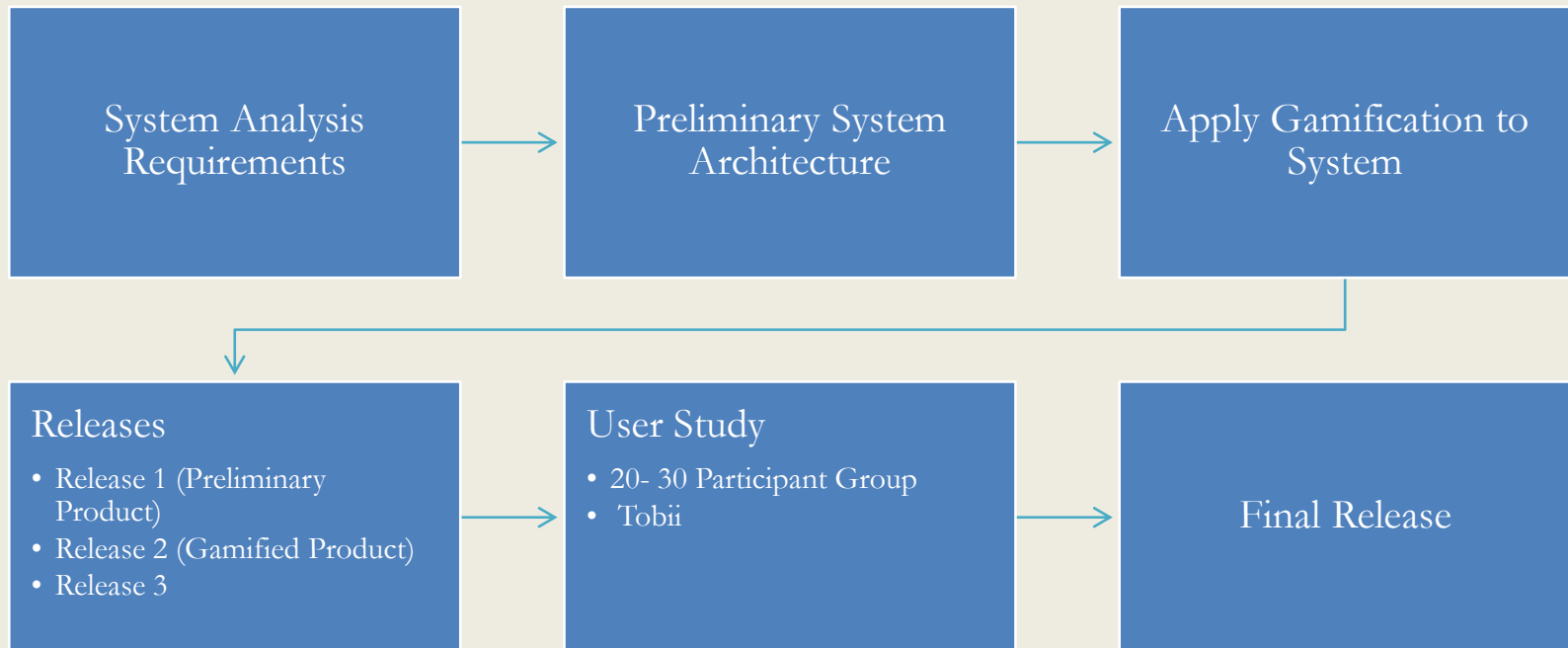


Our Gannt Chart



Our Planning Gannt Chart

# Research Process



# Solution

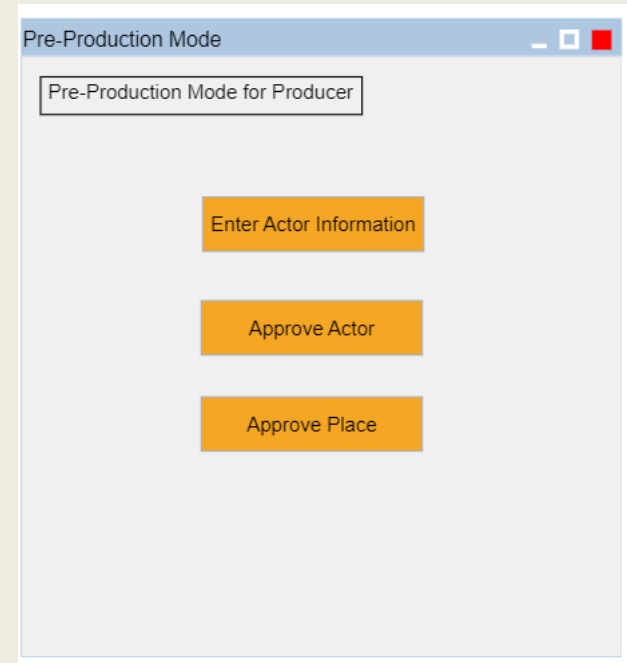
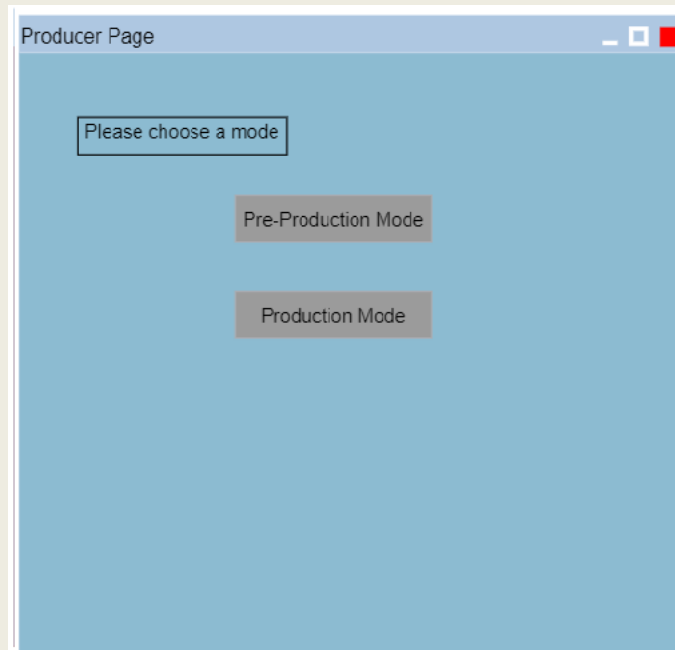
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Mega Reji aims to create an environment which has adaptation, comprehensiveness and usefulness by gathering all features of previous applications.

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Participants are incentivized to fulfill their tasks during film production.

# Planned Work



# Acknowledgement

- Dr. Murat YILMAZ
- Dr. Ali BERKMAN

# References

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Thank  
You