Igniting Innovation

This application helps you to understand the basics of innovation and how innovation can be approached systematically. As you play the game, you will learn about the enablers provided under Managed Innovation initiative at Cognizant and how disciplined approach towards innovation help deliver predictable outcomes. Innovation Stories you get to know by playing the game will give you an understanding on the types of innovation that you can explore for your client.

The Game is structured in Three Levels and each level has 6 stages within.

The stages are sequential and qualifying in one stage enables your next stage. You earn iPoints for every right answer and your iPoints get converted into Runs at the end of every Stage. You earn a badge when you complete a level.

*Play to Innovate…*

# Stage:

Every level has the below mentioned Six stages in sequence.

* Strategy & Organization
* Tools & Techniques
* Innovation Management System
* Measurement of Innovation
* Innovation Events
* Innovation Rewards and Recognition

Every Stage has certain set of qualifying criteria to move to the next stage.

## Stage 1: Strategy & Organization

This stage guides you on what, how and with whom you arrive at your innovation strategy and the importance of its alignment with your business needs, The importance of setting up of Innovation Organization in your Account / BU and the roles and responsibilities are covered in this stage.

## Stage 2: Tools & Techniques

Innovation is a skill that can be learnt like science and leadership. In this stage, you to get introduced to select innovation Tools used in opportunity finding, solutioning and implementation. Building innovation culture and skillset act as an input to deliver innovation outcomes. The Innovation Organization of your account / BU need to have innovation competency built to drive innovation effectively. This stage takes you through select innovation tools and techniques with the help of innovation stories.

## Stage 3: Innovation Management System

Ideas are common and there is no dearth for ideas. The idea to implementation cycle is the key and having the infrastructure and process in place ensures innovation is approached in a more structured manner. In this stage, you understand the basics of the Enterprise Innovation Management System, <https://ispace.cognizant.com> and how your idea travels from idea to implementation and what is the innovation process involved in it. .

## Stage 4: Measurement of innovation

What gets measured gets done. In this stage you get to know about the balanced scorecard that measures the innovation activities of the accounts using a mixture of indicators grounded in both internal and external measures, looking at the past, present and future.

## Stage 5: Innovation Events

Innovation is everybody’s business and having active participation from the team is the key to successful innovation drive. In this stage you get to know about the events like Innovation Day, Innovation Week, Innovation Fairs, Build 24x2 (Hackathon) and Cognizant Service Jam that you can plan for your account.

## Stage 6: Rewards and Recognition

Human element is the key driver of Innovation. At Cognizant, a comprehensive rewards and recognition program is in place to motivate and inspire every Associate to contribute towards innovation. In this stage, you get to understand the awards, rewards and recognition in place from this stage.

# How to play?

* For the first time user, Level 0 – Stage 1 will be enabled to play.
* The Level page at the beginning of the game will indicate his qualification status and the levels that he can pursue further.
* In one Level, the user will be playing 6 stages.
* The user has to meet the qualifying criteria in every stage to move to the next stage.
* The qualifying criterion for the respective stage is indicated in the counter on the screen.
* The total number of questions in the respective stage is indicated in the bottom of the quiz page
* For every right answer the user scores 1 iPoint if he answers within 60secs
* For every right answer , if the user answers in less than 30 secs, the user gets an additional bonus iPoint
* The no. of questions he/ she needs to answer right to qualify in the respective stage is also indicated in the quiz page
* The user will be prompted sooner he / she qualifies in the respective stage.
* The user can opt to continue to play in the same stage or can decide to move to the next stage
* If the user continues to play the same stage, he gets to gain more knowledge and additional iPoints
* If the user does not know the answer for the quiz, he can choose the FLIP option to know the answer and then move to the next quiz.
* If the user has leveraged the FLIP option for most part of the game and has not met the qualifying criteria to move to the next stage, he has to RESET his game and start the game again. The iPoints earned till then will also get reset.
* The user can opt to exit the game whenever he wants and his game till then get saved and he can resume it later when he visits the application the next time.
* The user though has qualified in the respective stage can take the new set of quizzes as and when he wishes and this information is notified in the Level page for his reference.
* The iPoints the user earns gets displayed dynamically on the quiz page
* In the first attempt, you will be playing the stages in sequence.
* From the second attempt onwards, you can pick any stage and play the respective stage.
* At the end of qualifying in the respective Stage, the iPoints and Runs displayed.
* At the end of completing a Level (qualifying across all 6 stages) you are entitled to earn a Badge
* The Badge winners are get recognized with various other recognition programs at the end of the year.
* The information on Badges and Runs earned can be accessed in your Virtual cupboard.

# User Profile:

The User profile on the home page gives information on the consolidated iPoints, Runs and Rank.

# Igniter Board:

The Igniter Board on the home page gives you information on the relative global ranking, your team ranking and your rank.

# Contact:

For further details if required, drop a mail to ID: 180386.