

Project Proposal

CMPE 491

Project Title:

Increasing Productivity in Production with Positive Competition Through Gamification

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Introduction

In today's competitive environment, businesses tend to overlook the motivation of employees to produce products. However, businesses may increase employee motivation and overall productivity by implementing workplace gamification strategies.

Today, gamification performance management has become a widely used term. According to the research conducted by TalentLMS, 89% of employees state that gamification increases their sense of productivity at work. Furthermore, in another research, if a business utilizes gamified activities, 69% of its employees are more likely to remain longer than three years. These figures demonstrate the effectiveness of gamification in retaining company workers.

In this project, we propose the development of an application that aims to increase productivity in production by increasing positive competition through gamification.

Objectives

- Provide customizability that can be shaped according to the different needs and products of each company.
- Provide two different user types; manager and employee.
- Provide a web interface and/or mobile application.
- On the manager's side, they will evaluate every product that the company produces according to their difficulty level, production time, or resources needed.
- On the manager screen, relevant points will be given to each product.
- On the employee side, each employee will have a profile and will be in a group with their team members.
- When employees finish a new product, every employee will get a specific and predetermined point according to the manufactured products' difficulty level.

- The manufactured product will be confirmed by employees via a QR code.
- With employees' points, a leader board will be created between determined dates.
- Within certain periods (weekly/monthly/yearly) leader boards in different leagues will be created.
- Leadership badges and various promotions are offered to employees who reach certain rankings.
- Besides leaderboard ranking, employees will also be able to earn various badges and achievements by completing different gamified tasks.

Target Customers

- The main target focus is manufacturing industry companies that aim to increase their productivity while ensuring the motivation of their employees.

-Thanks to the flexible, customizable, and scalable structure of our application, we plan to make it available to various industries such as technology, insurance, and others, apart from manufacturing companies.

Value Proposition

Lead the Board exists to create a work environment where employees can engage with positive competition, providing an increase in efficiency, productivity and fun.