

# **Project Proposal**

**Project Title:**

Increasing Productivity in Production with Positive Competition Through Gamification

**Supervisor:**

Ulaş Güleç

**Jury Members:**

Emin Kuğu

Gökçe Nur Yılmaz

**Team Members:**

Çağla Yıldız

Deniz Zeynep Ersoy

Tuğçe Nilay Öztekin

**Website URL:****Description :**

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 our aim is to increase productivity in production by increasing positive competition through gamification. The application has 2 different user types; manager and worker/employee. On the manager's side, they will evaluate every product that the company produces according to their difficulty level, production time, or resources needed. Then, 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 they finish a new product, every employee will get a specific point in terms of the manufactured products' qualifications. Tracking of the products will be provided via QR code. With employees' points, a leader board will be created between determined dates. A leadership badge and various promotions are offered to individuals who reach certain rankings.

We are planning to develop our project both web and mobile based since the employees who work in the field will need mobile application and managers at the office will need web application.