**Madhav Baliga**

Interaction Design (M.Des.)

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Sponsor: [24]7.Inc

Guide: Mr. Chakradhar Saswade

Co-Guide :

**Project Title:**

Enterprise UX for Big Data Analytics and Consumption

**Project Sub Title (optional)**

**Synopsis:**

[24]7.ai is redefining the way companies interact with consumers. Using artificial intelligence and machine learning to understand consumer intent, the company’s technology helps companies create a personalized, predictive, and effortless customer experience across all channels. The world’s largest and most recognizable brands are using intent-driven engagement from [24]7.ai to assist several hundred million visitors annually, through more than 1.6 billion conversations, most of which are automated.

[24]7 has 250+ clients across 12 industries: Banking, Education, Financial Services, Government, Healthcare, Insurance, Retail, Services, Technology, Telecommunications and Cable, Travel and Hospitality, and Utilities.

The Result is a magnitude of data generation and this data can help us in improvement of our products, agents and bots, customer satisfaction and revenue growth. Part of the work at [24]7.ai is to understand the data and communicate to stakeholder for an informed and data driven decision making.

Envision (described as nest version of Insights) is planned to be the single source for data consumption and will be a standalone product for internal and external stakeholders of [24]7. The product will give users an understanding of what is currently happening (near real-time) and have happened (historically) data. A user (247 internal or external) can log in into the product and can interact with data depending on the access and permission. At the time of the start of the project, the focus was on Descriptive stats with the potential of becoming Inferential stats.

**Keywords:**

Enterprise, Analytics, Big Data, Business Intelligence, UX

**Shivani Prakash Gupta**

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Sponsor: Microsoft India Development Centre

Guide: Ms. Mamata N Rao

Co-Guide :

**Project Title:**

Gamification of Microsoft Family Safety

**Project Sub Title (optional)**

**Synopsis:**

Microsoft Family Safety empowers Families to create healthy habits and protect them with digital and physical safety features. The product today provides capabilities that empower families to control screen time restrictions, filter contents, control spending, impose restrictions on gaming and track physical location, etc. These capabilities are available across various devices like Xbox, Windows PC, and Android & iOS.  
  
However, today, it’s a complicated process for both parents and kids to perform all necessary actions on the product to fully utilize the benefits provided by the product. Even though both parents and kids understand the benefits of using such a product, there is a lack of motivation and delight that drives the users to perform necessary actions.  
  
Relook at the existing Family safety application with the aim to make it inclusive, engaging, and fun for all family members, including kids.  
Thereby, gamifying the overall experience and empowering them to engage with the system.  
  
The aim was to conduct an inquiry about the various ways a user can be motivated to engage with the product using methods of gamification. Identifying as many potential user jobs in the Family Safety product that can be driven for increased engagement using gamification.  
Coming up with Design solutions that augment existing features of Family Safety with aspects of gamification to drive user engagement and encourage desired behavior.  
  
The outcome was a gamified solution, composed of game mechanics and rewards measured against the Octalysis framework. The final concept was an amalgamation of Intrinsic and extrinsic rewards, containing an underlying story to encourage kids to empathize with the character, thereby staying motivated to achieve their goals set by the parents.  
  
The elements of User Experience by Jesse James Garrett and the 5 principles of Visual Design were applied to make the overall experience usable, useful, and delightful.

**Keywords:**

Design for Children, Gamification, Interaction Design, UX Design, Visual Design

**Jennifer Catherine Horo**

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Sponsor: Self Sponsored

Guide: Dr Bibhudutta Baral

Co-Guide : Mr. Anoop Saxena

**Project Title:**

The Missing We - A point and click Escape Room game

**Project Sub Title (optional)**

Gamification of Microsoft Family Safety

**Synopsis:**

The Missing We is a point and click adventure which is designed after researching escape room games and its player personas.

By Learning the player expectations and personas we can add features in the game to have more engagement and completion rate.

This documentation will show how the research helped in forming the lore and art style of the game, with an infographic like approach to communicate better with the readers.

**Keywords:**

Escape room, Digital Game, 2D Game, Game Design, Game art