



Final Presentation

Presented by AMESSA: Ricoh Team A

Agenda

Introduction

Problem

Survey

Effect of gamification

Value Proposition

Prototype- game / Communication

Timeline

Conclusion

Introduction

Mission from Ricoh:

**How might RICOH managers, in Japan and North America,
have better conversations around and meaning in work
with employees under the age of 30?**



Problem

Generation Z employees

Ricoh's goal / Working at Ricoh



Individual's fulfillment



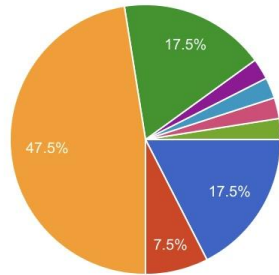
Do-It-Yourself Generation
+
Less participation in
communities

Dr.Singh and Jianguanglung(2016)

Questionnaire

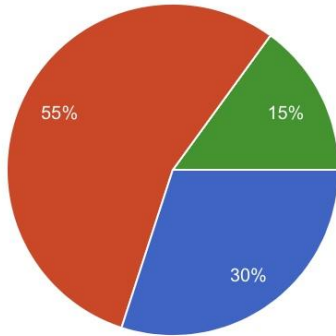
Target: Gen Z people (under the age of 30)

Answers: 40 people



80% of Gen Z people are familiar with playing video games!

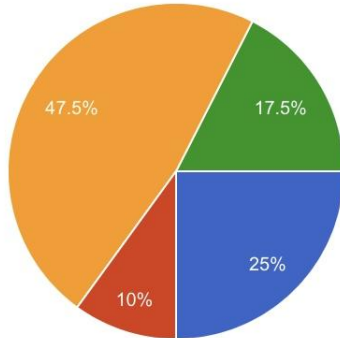
The result of the questionnaire



- Manager - employee relationship

- teacher - student
- work buddies
- friend outside of work life

⇒ Gen Z people want to have close and friendly relationship



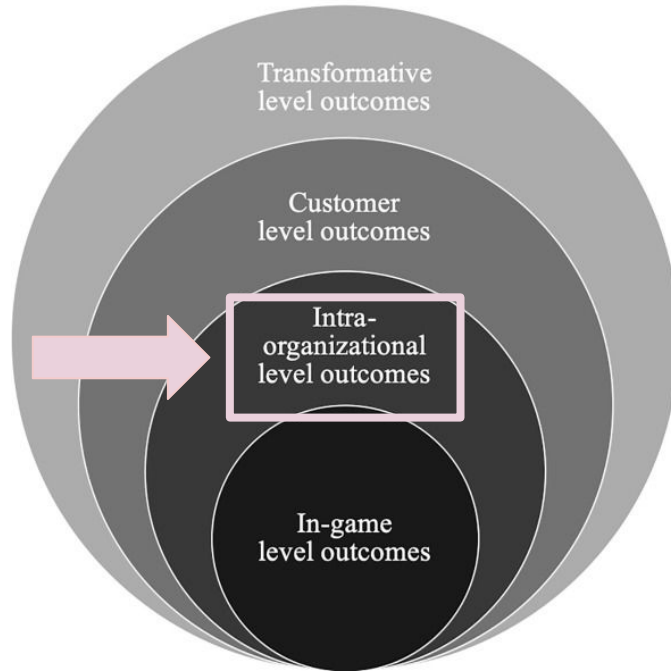
- The type of game

- sports activity game
- role playing game
- leveled up game
- racing game

⇒ role playing game (business like)

The Effects of Gamification

Impact of gamification on



— process of enhancing effects —

Motivational affordance



Psychological outcomes



Behavioral outcomes

Value Proposition

30 mins of game playing

- Life scenario game (role playing game)
- Acquire and develop skills.
- Realize the importance of work.



Value Proposition

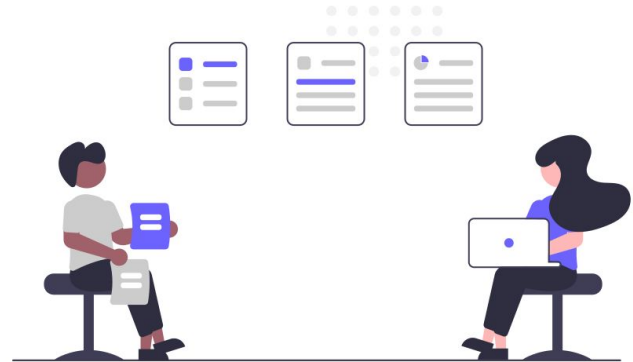
30 mins of meeting

①Goal-sharing ②Outward thinking ③teach hidden aspect

→Increase of engagement

→Performance up

→Find out purpose & meaning in the work



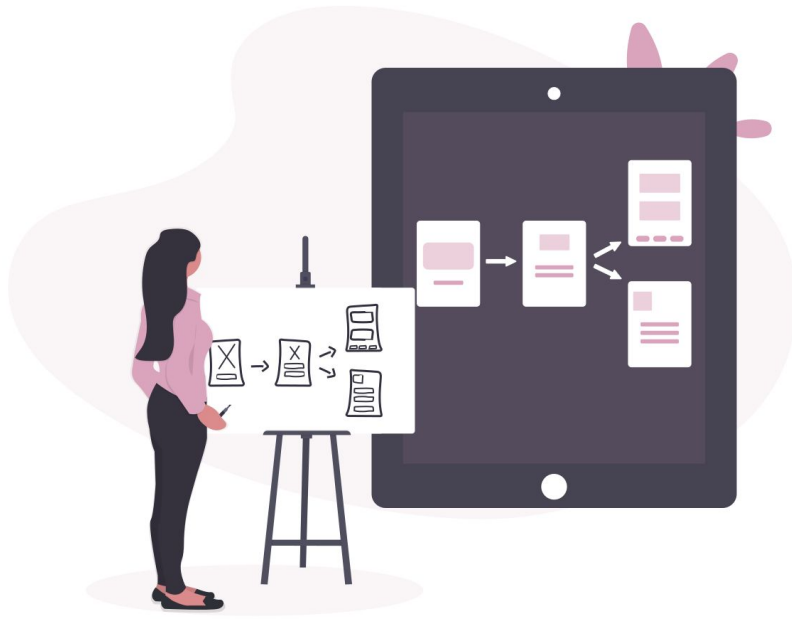
How to improve “Internal Motivation”?

Satisfaction gained from gamification of work can apply to the real-life work at Ricoh

Acquire opportunities to develop skill sets which are necessary for their work at Ricoh

Knowing how a worker can contribute to society to make it a better, safer, and more equitable place

To know more about each other's roles in the society and transform that into a ammunition



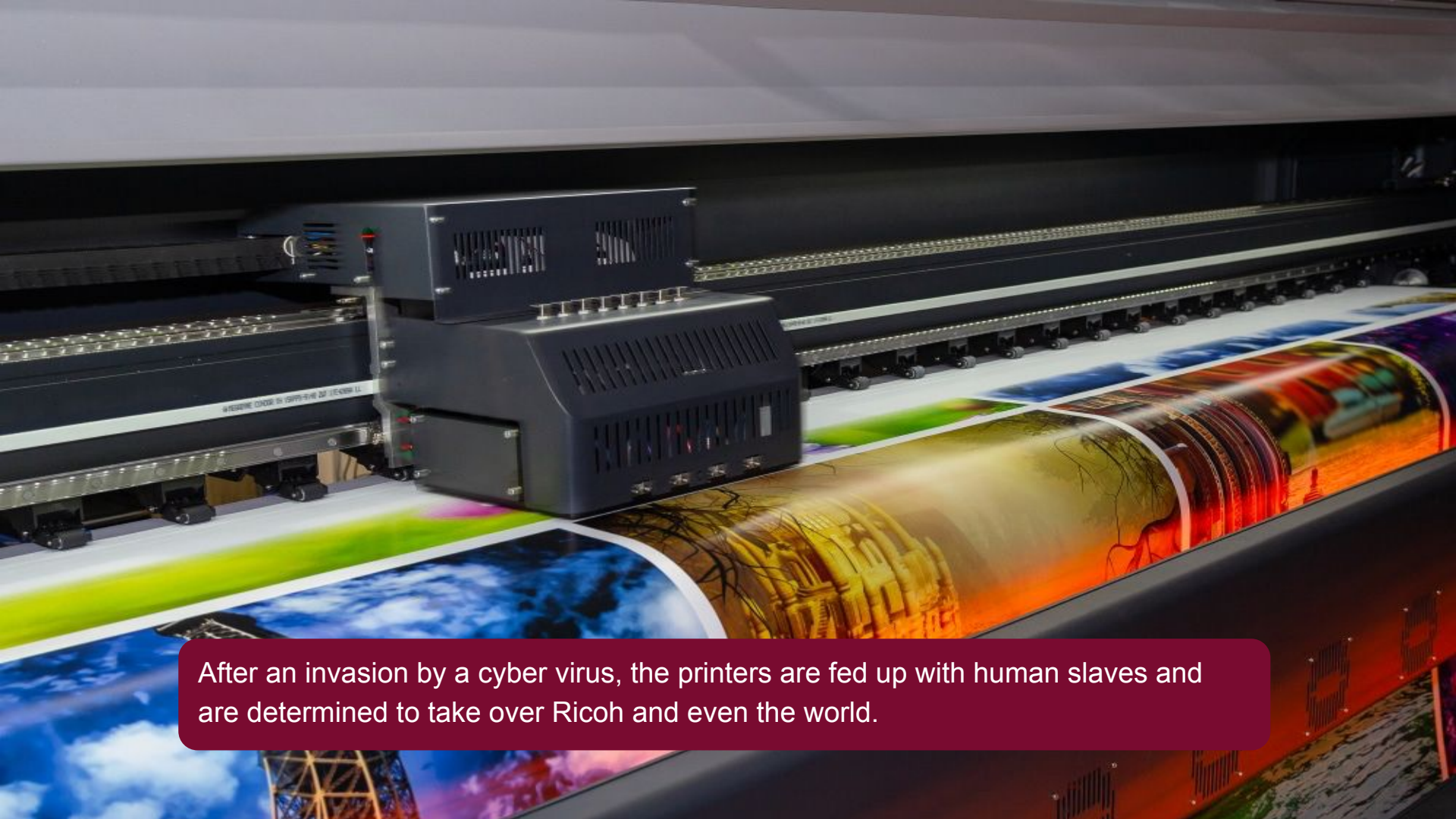
Prototype



Ricoh is going through an unprecedented crisis!



Printers are no longer machines working for humans, but powerful enemies with a sense of self.



After an invasion by a cyber virus, the printers are fed up with human slaves and are determined to take over Ricoh and even the world.

COMFORTABLE CLOTHING
Necessary for easy mobility,
especially when sneaking
out of the house.

FIRST-AID KIT



**NONPERISHABLE
FOOD ITEMS**



ARRANGED MARRIAGE
A handsome companion
for the end of the world.
There's no time for love
if you're the last people
on earth.

**WATER-
RESISTANT
WATCH**
When breaking
curfew, accuracy
is vital.

The employees and the manager will be life and death partners in this game, trying to save Ricoh, and also the whole world!

sk



Pre-crisis

The printer crisis



Main character self-confidence

make choices
separately for the
same question in a
limited of time

same choice ->
score increases

Funds and weapons

right answer!

different choice ->
score drops



Save the company and the world?

Become one of the enemies?

Die with the one you love?

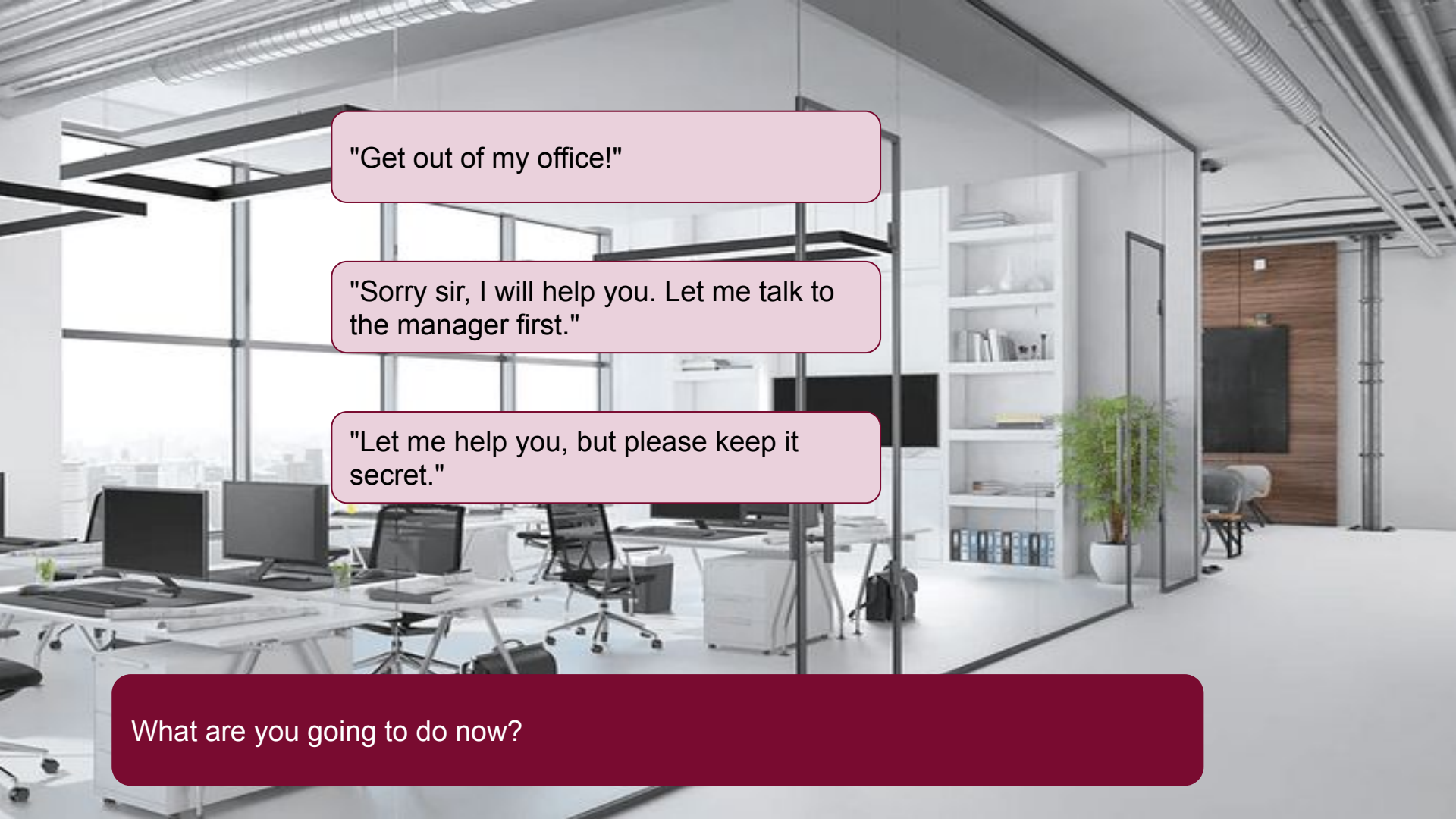
More outcomes waiting to unlock!



Demo 1.0



A home printer exploded! A man stormed into Ricoh's office. "I need to talk to someone in charge!"

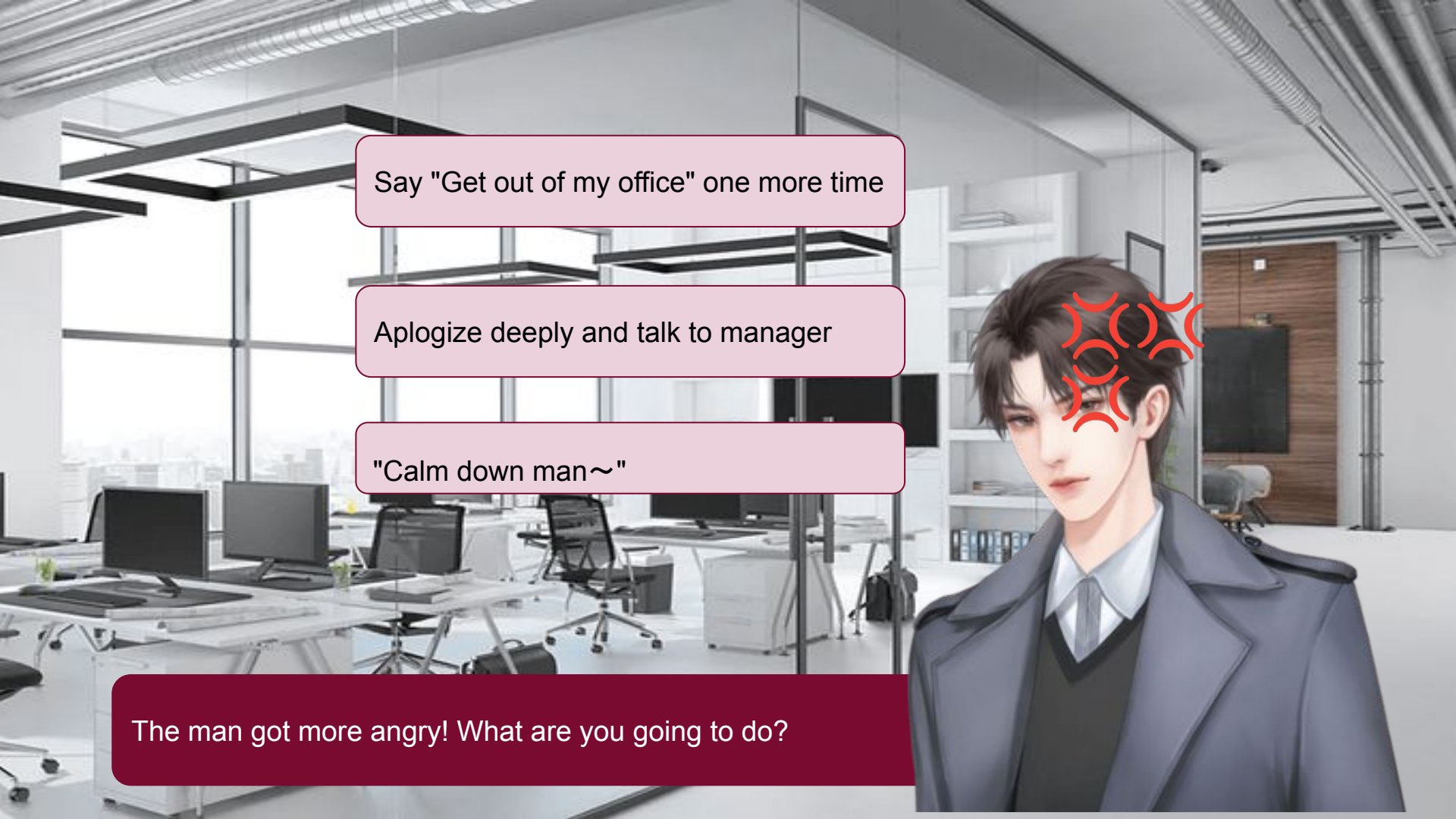
A modern office interior with glass partitions, desks, and computers. The office is bright and airy, with large windows in the background. The desks are white, and the chairs are black. There are several computer monitors and keyboards on the desks. A white shelf with books and a potted plant are visible in the background.

"Get out of my office!"

"Sorry sir, I will help you. Let me talk to the manager first."

"Let me help you, but please keep it secret."

What are you going to do now?



Say "Get out of my office" one more time

Apologize deeply and talk to manager

"Calm down man~"

The man got more angry! What are you going to do?



Manager

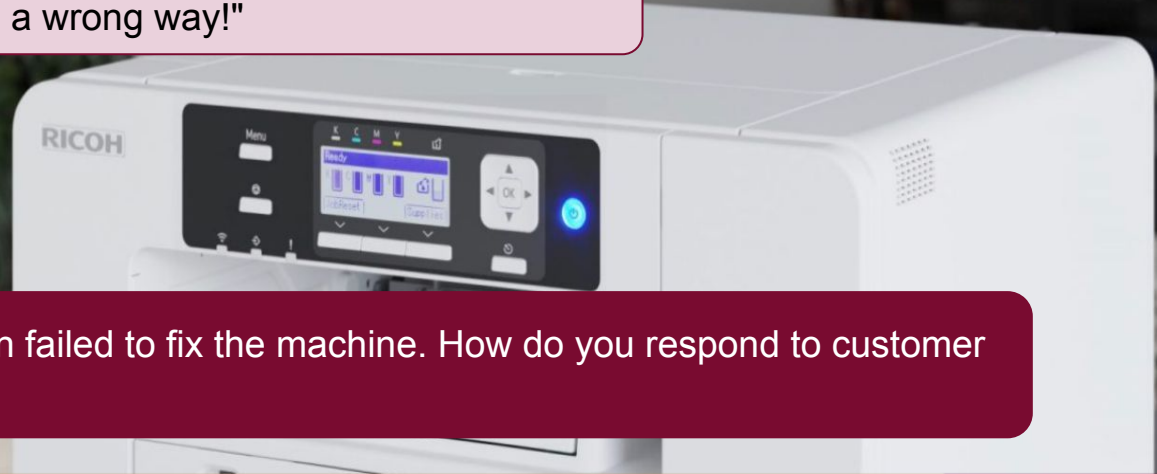
You should find the best machine repairman in the company for the customer and provide him with free after-sales service!


"I am sorry, the repairman doesn't have enough skills to fix this. Could you buy another one? There is nothing else we can do."

"I am sorry, the repairman doesn't have enough skills to fix this. We will compensate you according to company policy, you can also request to negotiate with us."

"How complex it is! You must have used it in a wrong way!"

However, the repairman failed to fix the machine. How do you respond to customer dissatisfaction?



A modern office environment with large windows, desks, and computers. A man in a grey suit and glasses stands on the right side of the frame. He has a serious expression and is surrounded by red 'X' marks, indicating anger or frustration. The background shows a typical office setup with multiple workstations and a city view through the windows.

"The customer stopped me to tell you about the accident."

"I didn't know about the accident."

"I am sorry to keep it secret."

Now, your boss knows the accident happened. He looks very angry with you. What are you going to say?



Correct! Wallet: +100.



Incorrect! Wallet: -100.



At the same time, however, an Internet virus was creeping into the office printing press unnoticed, and a big change was taking place...

Communication

Post-game reenactment

Guest Stars:

Chris (QU) - Jojo

Mike (QU) - Paul



Communication meeting

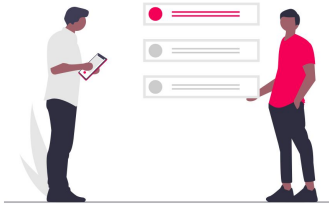
goal shareing



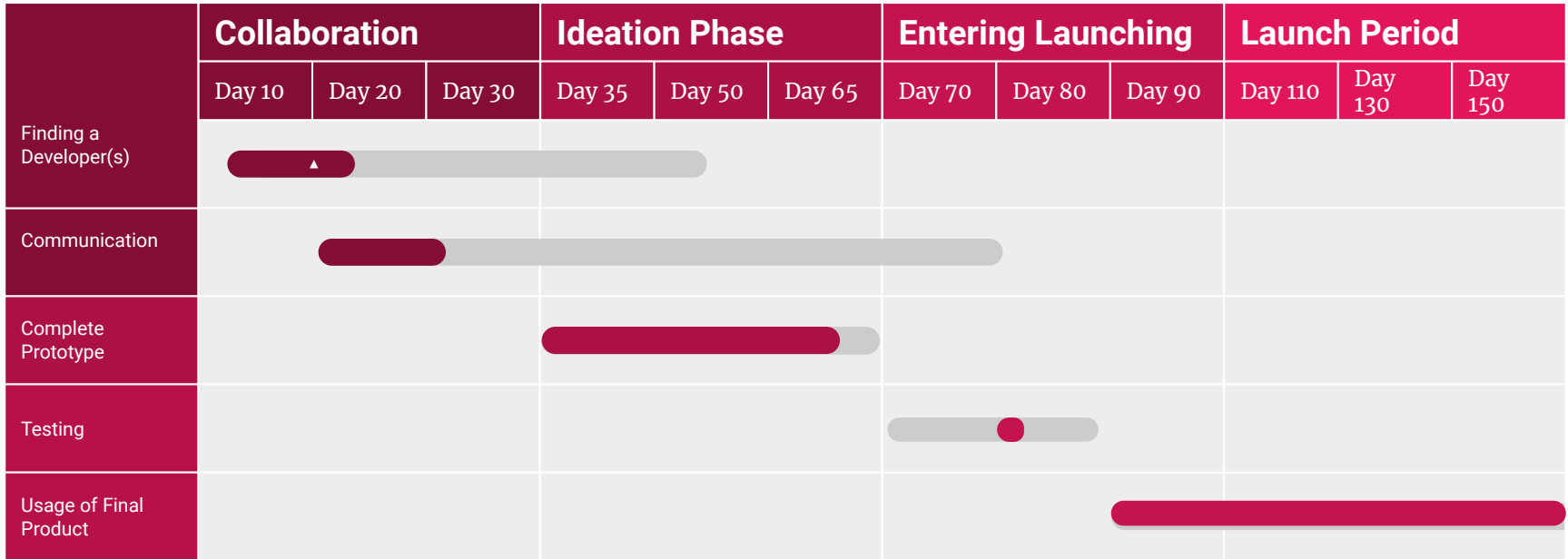
**outward
mindset**



**teach hidden
aspect**



Timeline



Designated days ▲

Conclusion



Questions?



Manami



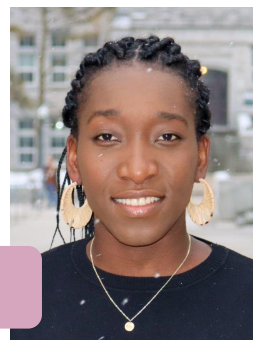
Seloma



Akifumi



Akari



Essi



Saya

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