



Executive Summary

A banking sector L&D team partnered with us to develop gamified e-learning modules with complex branching scenarios. Using a sprint-based approach, visual logic maps, and parallel production teams, we delivered immersive, decision-driven content on time. The modules were praised for their realism, clarity, and professional quality—proving that structured planning enables efficient delivery of complex learning experiences.

Client Profile

Industry: Banking Sector Corporate Learning & Development Teams  
Location: India

Business Challenge

- High complexity in gamified design with branching logic for both ‘Yes’ and ‘No’ responses
- Additional complexity in setting themes, writing realistic dialogues, and developing matching scenario-based activities

Objectives

- Develop interactive, decision-driven learning modules
- Reinforce workplace policies and soft skills through realistic, story-based simulations
- Deliver a visually engaging and instructionally sound learning experience

Solution Overview

- Designed scenario branches using visual logic maps to avoid narrative gaps
- Parallelized production with dedicated sub-teams for ‘Yes’ and ‘No’ paths

Implementation Details

- Each team worked in sync to develop script, characters, and animations in parallel
- Weekly stakeholder reviews ensured alignment and timely feedback
- Scenario trees were used to visualize learner pathways and ensure logical flow
- Complex choice-based character responses were pre-mapped using logic templates

Key Results

- Successfully delivered complex branching scenarios on time
- High-quality animations produced despite tight deadlines
- Strong learner engagement due to interactive storytelling and realistic situations
- Modules praised for clarity, impact, and professional polish

Testimonial

We asked for multiple animated, scenario-driven modules in a very tight timeline, and the team delivered with precision and creativity. The branching structure, character animation, and real-life challenges made it truly immersive.”  
–Head , Learning & Development, Leading Private Bank (India)

Key Learnings

Well-structured gamified e-learning requires careful logic planning, modular design, and cross-functional team synergy. With the right framework, even the most complex, choice-based training can be delivered efficiently and effectively.

Impact at a Glance

+45%

Team Skill Growth

+100%

Client Satisfaction

+90%

Creative Innovation

+70%

Seamless Alignment