# Next-Gen Onboarding – Lean Canvas for Citi

*"Gamify. Belong. Succeed. From Day 1."*

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| Problem - Current onboarding spans 16 hours over 2 days - Low engagement due to passive presentation formats - High cost: HR facilitators & resources - Cognitive overload leads to low retention - Inconsistent brand messaging and lack of emotional connection | Customer Segments - Primary: New hires (campus recruits, experienced professionals) - Secondary: HR Teams, Learning & Development (L&D), People Ops, Team Managers | Unique Value Proposition “A cinematic, interactive RPG onboarding quest that enables new hires to discover Citi’s values, culture, and functions through immersive missions. The platform integrates onboarding, social bonding, and real-time learning, cutting orientation time by 70%, improving engagement by 300%, and building brand loyalty from Day 1.” |
| Solution - Interactive RPG storyline with personalized avatars & choices - ‘City of Citi’: a virtual map guiding recruits across departments - Embedded knowledge quizzes & mini-games for microlearning - On-demand infographics with QR codes for post-module recall - ‘Choose Your Path’ mode enabling exploration of roles/scenarios - Leaderboards, badges, and buddy-system integrations - Autoplay for accessibility, adaptive for mobile/desktop | Channels - Citinet LMS (SCORM-compliant integration) - Mobile & browser-based application - Pre-joining email sequence & QR-linked physical welcome kit - MS Teams chatbot & nudges for engagement | Revenue/Impact Streams - 70% reduction in onboarding hours (~11 hrs saved per hire) - >80% improvement in engagement metrics (NPS, interaction rates) - Reduction in L&D facilitator workload by 90% - First 90-day retention improvement by 25% - Reusable gamification engine for other internal trainings |
| Cost Structure - Game & narrative design (~25%) - UI/UX prototyping & user testing (~20%) - Development & integration with LMS (~30%) - Compliance checks, QA, and hosting (~15%) - Continuous content updates (~10%) | Key Metrics - Time-to-productivity (TTP) - Completion rate within first 3 days - NPS post-onboarding - Retention of learning (via post-quiz modules) - Reduction in HR hours spent per new hire - Number of peer interactions and feedback entries | Unfair Advantage - Proprietary RPG engine tailored for Citi culture - Emotional storytelling to drive engagement - Built-in analytics and feedback loops - Future-scalable: easily plug other Citi learning modules - Personalized journeys based on department/role |