Nomination: 7923

"ADA," a serious game for employee onboarding

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Gamelearn

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

"ADA," a serious game for employee onboarding

Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F01 - F48 Solutions & Implementations > F31 - Onboarding Solution - New or New-Version

Solutions & Implementations Submission Format

Written Answers

a. If you are nominating a brand-new product, state the date on which it was released. If you are nominating a new version of an existing product, state the date on which the update was released. If you are nominating an implementation, state the date on which the implementation was completed. Required

The first version of ADA was introduced in October 2017 and the new one in December 2022.

b. Describe the features, functions, and benefits of the nominated product, service, or implementation (up to 350 words). Required

ADA is a customizable serious game that turns the employee onboarding process into an exciting and fun experience capable of involving all employees.

"The year is 2127. A post-apocalyptic world. Civilization as we know it has disappeared. The dark shadow of extinction hangs over humanity. And you are our only hope for saving the last survivors of a species on the brink of extinction."

This is the scenario the user encounters in this adventure packed with challenges, tests and obstacles, in which knowing their new company becomes vital for achieving the great objective: saving humanity.

ADA was designed to increase the engagement and acquisition of knowledge and information in any onboarding process. It's a gamification tool designed to:

- Multiply engagement in the employee onboarding process with the use of storytelling, leaderboards, levels, and badges.

- Convey information uniformly and instantaneously to geographically diverse staff.

- Save in terms of time and costs.

- Shore up digital transformation.

- Communicate "innovation", "technology" and "fun" from the HR department.

ADA's content manager lets administrators design their own video game with whatever content they want to include: information in text, presentation, video, and audio formats. Administrators can create as many versions of the video game as they want. And it's as easy as simply dragging and dropping documents into the editor.

Users only need an internet connection to access ADA through the Gamelearn platform, which can also be integrated into the company's LMS as an additional solution. ADA is available in Spanish, English, French, Portuguese, German, and Dutch.

c. For the nomination of a product or service, outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. For the nomination of an implementation, outline the need or problem that was identified, why the solution was chosen, how the solution was implemented, and the results of your implementation to date (up to 350 words). Required

ADA has caught the attention of a number of large, international companies such as Tetra Pak, BMW, Abbott, and Sigma. More than 20,000 employees have already played this serious game. 26 organizations in total have trusted this game to onboard their employees.

We've achieved an average recommendation rate of 83%, and 97% of users said that what they learned was applicable in their professional and personal life.

Our Admin is full of positive reviews from users who have played ADA. We've included some of the reviews we've received below.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Through the following links, we'd like to give you access to content that may help you better evaluate the quality and benefits provided by ADA

The instructional sheet explains the game's mechanics. As for the videos, we've attached both a trailer and a video demo.

Webpage Link

https://vimeo.com/949174558/62270805b1?share=copy (https://vimeo.com/949174558/62270805b1?share=copy)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://vimeo.com/946154368/832689b037?share=copy (https://vimeo.com/946154368/832689b037?share=copy)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (https://stevies-sage.secure-
platform.com/file/20193/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDE5MywiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9
instructional-sheet-ada.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-sage.secure-
platform.com/file/20194/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMDE5NCwiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9
aYoN9oGC4zaXpULIh7szczfjlXobC1Z14j0?selection-of-reviews-about-ada-2004.pdf)

Would you like to add an additional supporting document?

No

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Terms and Conditions

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