CASE STUDY:
Gamification: i360 Roulette & Lucky i360

This American multinational corporation and technology company is a global leader in the design, manufacturing, and sale of computer products and technologies.

THE CHALLENGE
The client requirement was to build a couple of eye-catching and realistic game-based quiz modules to be used as a crowd pulling feature in a Sales and Marketing workshop. They intended to have the games available to their audience on tablet devices installed in their booth. The biggest challenge was the timeline; both games needed to be completed in flat 6 weeks.

APTARA’S SOLUTION
As the workshop was to take place in Las Vegas, NV, Aptara suggested using casino-themed games and presented the client with a few options with detailed visual mock-ups and concept notes. The client chose the infamous Roulette Poker and Lucky777.

A bit of ingenious planning and hard work by the team resulted in the games highlighting the following features:

- Each game was designed to be 8-10 minutes long with 10 questions being pulled in, each from large pools of Sales and Marketing based questions.
- The games offered a gambling style, true to their themes and also offered a Jackpot question.
- The client provided the questions and answers and Aptara designed the visuals, animations, functionality, and effects.
- The games were custom coded for a Microsoft Surface tablet as the target device.
- Aptara also hosted the games for the client.

From a design perspective:

- Aptara’s Graphics Team leveraged several After Effects clippings of Roulette Poker and Lucky777, customized for the opening animations for both the games.
- The team also created realistic visuals for both Roulette Poker and Lucky777 based on extensive research, thus living up to the brief.

THE RESULT
The games were completed comfortably within budget and were well received by the target audience, triumphantly living up to the brief.
Aptara is in the process of re-purposing one of the games for another division of the client’s office based on excellent feedback from the product owner.

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