

# 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.