

Gamified toolkit to increase creative session engagement for participants with diverse backgrounds

"Now you are up. Collaborating with other players, you would take four sequent mini-game challenges within a complete story to get yourself better committed to the creative session process in a playful and tangible manner."

Let's Play!

What value can HomeTree create for participants and &RANJ?

1st Horizon

Better gamified experience
This toolkit has been proved to be able to improve creative session engagement for participants with diverse backgrounds and makes the creative session become the player-centered one.

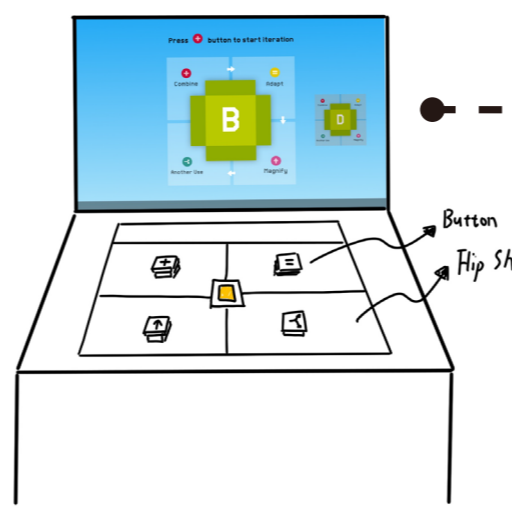
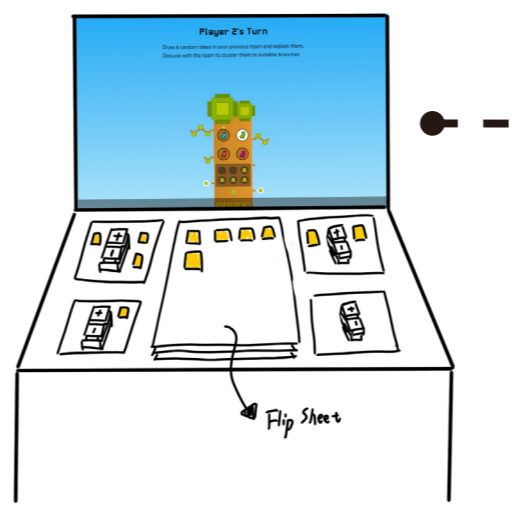
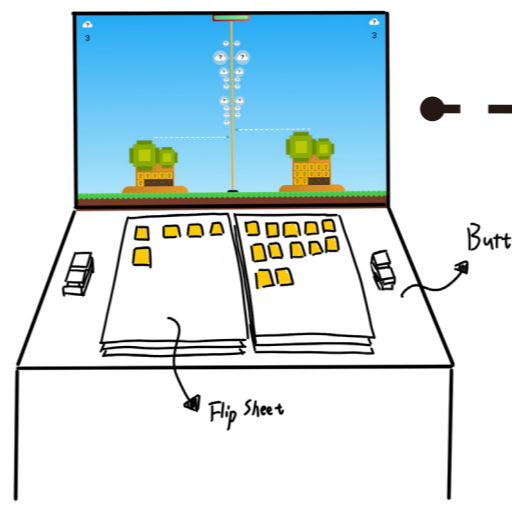
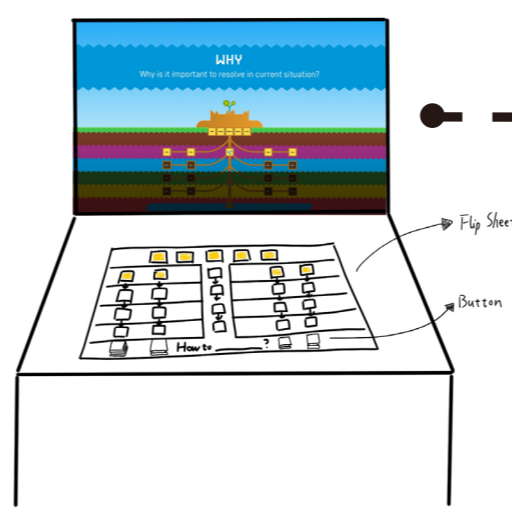
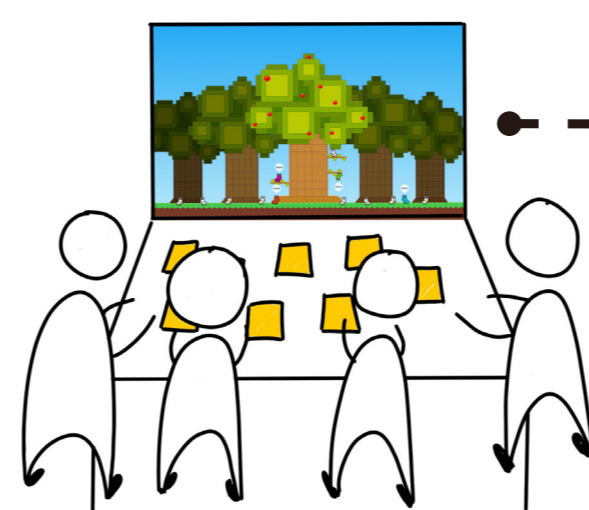
2nd Horizon

Brand Expansion
With high participation, clients who join session can easily feel the effect of gamification and acknowledge the value. From the long-term perspective, the gamified toolkit consolidates relationships with existing clients and broaden possible corporations with potential clients.

3rd Horizon

VISION 2020

&RANJ in 2020 will provide a full range of customized gamified creative session services for different fields of clients



Introduction Story



1. Peaceful Life
Animals live happily and peacefully under Home Tree



2. Evil Comes
One day evil black clouds came and tried to destroy Home Tree



3. Leave a Mess
Only a trunk was left and needed to be revitalized

Challenge 1 - Deep Dive

Game Goal
Dive deeper to find revitalizing water to initially restore HomeTree

Session Goal
Better understand current situation and reformulate a HOW TO question

Type of Play
● ● ● ●
Individual

Challenge 2 - Grow Tall

Game Goal
Players are divided to 2 teams to compete whose tree grows taller

Session Goal
Generate as many ideas as possible and also care about the quality of ideas

Type of Play
● ● vs ● ●
Team Match

Challenge 3 - Branch Out

Game Goal
Take the lead in turns to branch out via clustering ideas

Session Goal
Each player is more active to join the clustering process

Type of Play
● ● ● ●
Take turns in leading

Challenge 4 - Flourishment

Game Goal
- Evaluate the quality of the idea leaf
- Put nutrient to grow the unique fruit

Session Goal
Choose best ideas with consensus and iterate ideas together.

Type of Play
● ● ● ●
Together