

Case
Study

New Beginnings

**gamified eLearning - Treasure Hunt for Expats Joining
the UAE's Largest Waste Management Company**



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Summary

Overview

This case study presents a Level 4 eLearning design and development project, created to support the induction program for expatriate new hires at the UAE's largest waste management company. By introducing expats to Dubai's iconic landmarks through an engaging, game-based treasure hunt, we created an experience that was both informative and highly interactive.

Business Need

The client's objective was to create an engaging induction experience for expatriates joining their team. They wanted new hires to become familiar with Dubai's architecture, local culture, and important landmarks, while also getting to know their new organization, its leadership, and its values.

Solution Overview

Our solution was a gamified eLearning module in the form of a treasure hunt, allowing new employees to explore Dubai's famous sites virtually while meeting senior leaders of the company through welcome videos integrated into the game. We incorporated avatar selection to promote diversity and gender inclusivity.

With a high influx of expatriate employees, the company needed an induction program that went beyond traditional training. They wanted to:

- Provide an exciting, culturally immersive experience to ease expats into Dubai's urban landscape.
- Introduce employees to the company's senior leadership in a personal, approachable way.
- Engage and inspire new hires by allowing them to experience Dubai's architectural icons, helping them feel connected to the city and the company.

Step by step eLearning Solution

We designed a highly interactive, game-based treasure hunt. The experience was built to address the business needs while meeting the requirements of a Level 4 eLearning experience, with a fully immersive and interactive module. Here's how it was executed:

Need Analysis and Visual Storyboard Design

Through an in-depth needs analysis, we identified key elements to be included in the induction program, such as familiarization with iconic Dubai locations and corporate introductions. A visual storyboard was created to outline the learner's journey from avatar selection to the final stage of the treasure hunt.

Game Development and Avatar Customization

The treasure hunt game allowed new hires to select avatars, emphasizing racial and gender inclusivity. Players could choose from a range of avatars, fostering a welcoming environment and promoting diversity.

Exploring Dubai's Architecture and Culture

The treasure hunt guided players to explore famous Dubai landmarks, including Burj Khalifa, Burj Al Arab, Dubai Mall, and other architectural icons. Each location included cultural and historical tidbits to enrich the employees' knowledge of their new city.

Corporate Introduction with Green Screen Videos

At various points in the treasure hunt, players would encounter welcome videos from the company's senior management. These videos, recorded on a green screen, were embedded in the game to create a more intimate, memorable introduction. Leaders shared insights about the company's mission and values, helping new hires connect personally with their leadership.

Visual and Graphic Design

We used vibrant visuals and high-quality graphics to bring the game to life, creating a realistic and visually appealing experience. Detailed graphics were designed to replicate Dubai's architecture, while the user interface was kept intuitive to accommodate a diverse range of users.

Implementation and Testing

We tested the game rigorously to ensure smooth functionality across various devices, including desktops, tablets, and smartphones, to cater to all employees. Feedback was gathered from a test group to refine the experience further.

Business Impact

The game-based induction program provided several measurable benefits:

- **Improved Engagement and Retention:** New hires reported feeling more engaged and excited about joining the company after the induction. The immersive experience helped them connect with Dubai and their new workplace, boosting retention rates during the initial employment period.
- **Positive Cultural Adjustment:** Expatriate employees expressed increased confidence in navigating Dubai and understanding the local culture. By virtually exploring well-known sites, they felt more comfortable and connected to the city.
- **Enhanced Employee Satisfaction and Inclusivity:** The avatar selection and diverse representation promoted a positive onboarding experience, resonating well with employees from diverse backgrounds.
- **Increased Knowledge of Company Leadership and Values:** By meeting senior leaders early on through video messages, new hires felt a greater sense of alignment with the company's goals and values. This was instrumental in building trust and loyalty from the onset.

CONCLUSION

Our Level 4 eLearning game-based treasure hunt successfully met the client's objectives, delivering a unique onboarding experience that blended cultural exploration with corporate introduction. By providing an engaging, visually rich induction experience, we enabled the company to foster a welcoming environment for expatriate employees, facilitating a smoother transition into their roles and life in Dubai.