A CUSTOM ELEARNING GAME FOR RETAIL TRAINING

The Mission: Enhance a legacy peer-to-peer training game for a best-in-class retail training program by producing a new and exciting eLearning vehicle that drives competition and learning. This new game, *Labyrinth*, leverages popular game mechanics and themes for users to play, learn and earn while organically boosting site visits and content retention.

THE CHALLENGE:

Our client looked to MoTech for help creating a new "evergreen" training game that would enhance a beloved head-to-head quiz competition and provide fresh, visually appealing new gameplay features for program members. Distinct training hooks and in-game rewards needed to be intricately woven into the fabric of this new game, ensuring that users were not only being educated as they played, but immersed in visually rich and engaging experiences.

THE OBJECTIVES:

- Develop a new, customized learning game that achieves the client's mission to train and engage their third-party sales force
- Elevate and revamp a global head-to-head training competition feature
- Drive platform training completions and promote repeat site activity while delivering fun to users

THE PLAN:

Create a dynamic game ecosystem that excites users and boosts participation and training by leveraging three distinct new features:

THE LABYRINTH

A self-paced "open world" concept that encourages ontinuous exploration by searching for in-game content and rewards.

BATTLE DOME

Paying homage to the existing 1v1 competitions, the Battle Dome is a dedicated area where players compete in head-to-head quiz battles with other competitors worldwide.

HALL OF HEROES

Those who excel at the highest level across the Labyrinth and Battle Dome earn a place in the newly minted Hall of Heroes, a virtual Hall of Fame that recognizes and celebrates their accomplishments.

THE SOLUTION:

The Motivation Technologies team went to work and created Labyrinth. This new training adventure game empowers players to explore and unlock in-game resources, rewards and training content at their own pace. Using familiar gameplay mechanics, players search maps across the Labyrinth for unique Points of Interest (POI). These POIs include completing quiz challenges, solving mini puzzles, collecting crystals and more – all tying back to platform training content to increase completion numbers and drive retention naturally. The new Battle Dome harkens back to the peer-to-peer quiz feature of old, offering users a new opportunity to flex their knowledge and beat their opponent in quizzes. A 10-round tournament is available weekly for users to compete for the title of Battle Dome "Grand Champion." As users play and explore, the Hall of Heroes showcases the hard work and time spent by the highest achievers from around the globe.

THE RESULTS:

Our client was thrilled with our ability to create a dynamic and engaging training game from the ground up. Launched in early November 2023, the Labyrinth has already cemented itself as a focal point for program members. While user metrics are still flooding in, there is no doubt Labyrinth has reinvigorated the training experience by driving learning, competition and community via an exciting new game.

For us, it's just another way to show how Motivation Technologies meets and exceeds client expectations – no matter the scale.

Want to know more? Check us out at **motechhq.com!**