



Case:
Technology for employees
development
For the better future





Analytics

Introduction

Company: Teachingame

Solution: we need to find opportunities to launch new employee's development game in Scandinavian market.

- more efficient;
- less cost;
- more attractive.

Questions are:

Why companies don't use any kind of tech solutions for people development now?

What are their needs?

What can we offer to this market?

- simulation description;
- management solution;
- recruitment idea;
- plan for self-development.

payback;
human-centered;
strategically promising.



Teachingame:
Russian startup
from scientists
about innovative and
immersive education
with gamification

Target markets and projects: Teachingame



Commercial
company



Mass training of
personnel



Large company
interested in innovative
solutions



Enough staff for
solutions to be
effective



Working all over
Scandinavia market or
in Scandinavia market
and Russian market



The ability to launch
and to scale in the
industry

Target market: countries



Norway

Oil,
Shipping,
Fish and aquaculture,
Metallurgy,
Mechanical engineering,
FMCG,
IT,
Agriculture



Sweden

Metallurgy,
Mechanical engineering,
Agriculture,
Woodworking,
FMCG,
IT



Finland

Services sector,
Woodworking,
Electronics,
Metallurgy,
Agriculture,
Food industry,
FMCG,
IT,
Mechanical engineering



Finland: technological trends



Technologies to solve
the climate change
problem



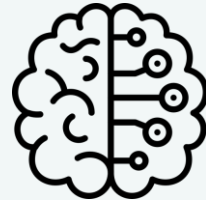
One-stop-shop
projects



As-a-service
operating models



Data ownership
and data economy



Artificial intelligence
and
machine learning



Digitalization of
education and work

Finland: lifestyle trends and main ideas

SMARTPHONE PENETRATION RATE

98%

NUMBER OF MOBILE SUBSCRIPTIONS

9.26m

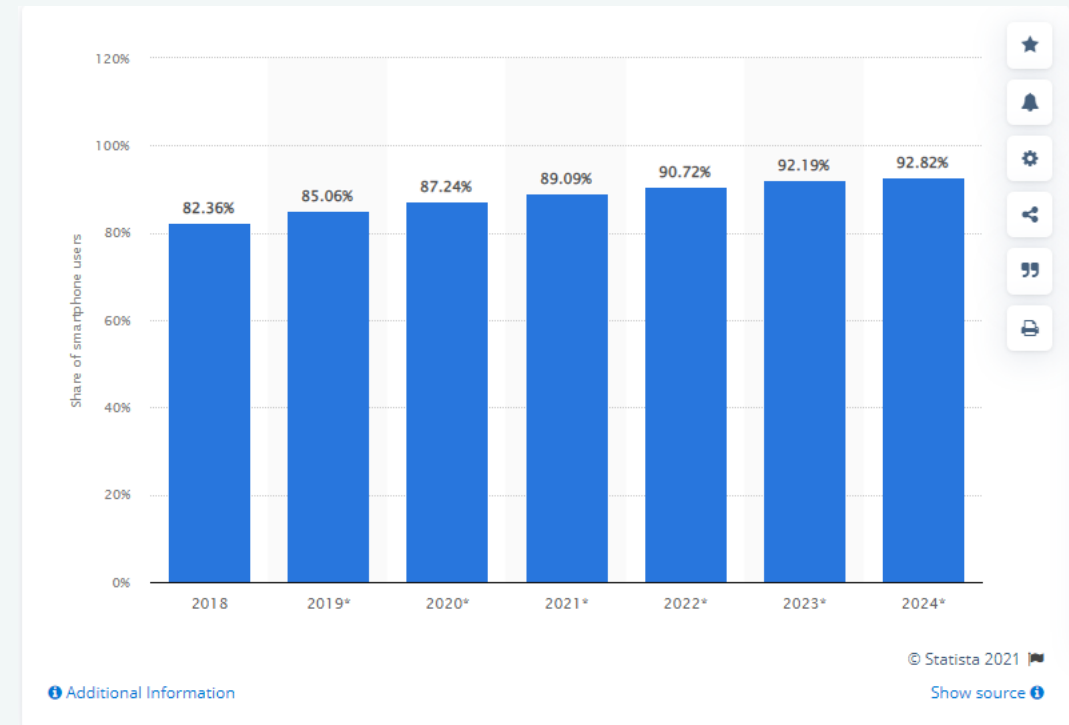
LEADING MOBILE DEVICE VENDOR

Apple

The most effective tool is a mobile application, since the penetration of mobile phones among residents is higher than that of computers.

The most popular mobile games genres:

- Simulators
- Puzzles
- Actions



WORK2030 - Development programme for work and wellbeing at work

WORK2030 is a development programme for work and wellbeing at work in Finland, which aims to reform operating practices, make effective use of technology in workplaces and create working life innovations.



Inclusion in labor activity
of all segments of the
population



Advisory board
for public health



Supportive daily
environment



Digital services for
the well-being of the
population

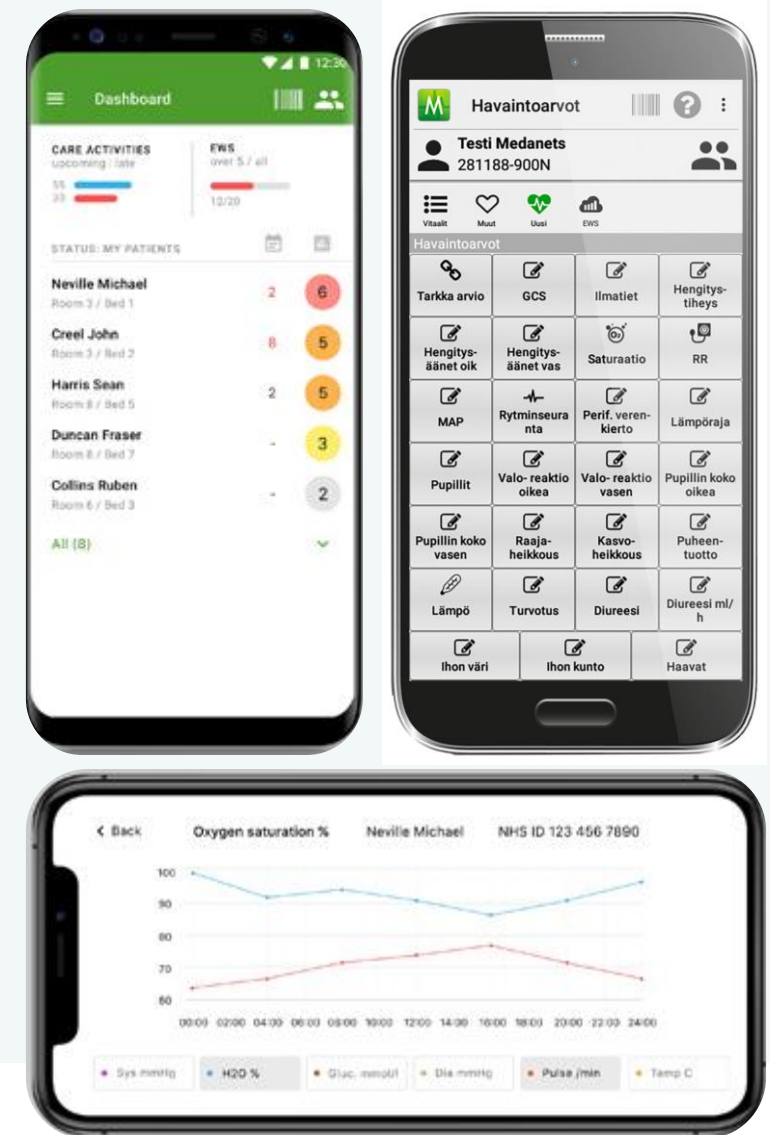
Benchmarking: Medanets app

- The mobile app is being used in nearly 20 hospital districts, 40 hospitals and 10 health centres.
- In a single month, information is documented more than 2 million times using the app.

Features:

Observation values
Early Warning Score (EWS)
Medication
Patient card
Clinical forms
Monitored patients
Clinical photos
Electronic identification
Care activities
Messaging
Admin UI
Offline mode

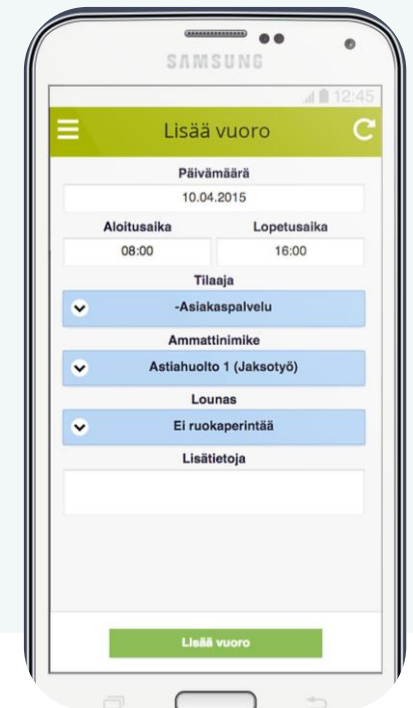
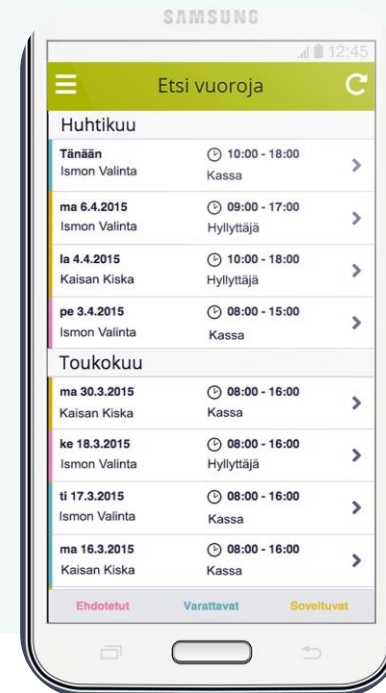
medanets
DIGITAL CARE & HUMAN TOUCH



Benchmarking: Keikkanetti app

Keikkanetti is Seure's service for job applicants, employees and customers who order work shifts.

- In Keikkanetti, you can browse and book available shifts any time.
- You can also cancel shift proposals.
- The easiest way to contact Seure is to send a hotline message through Keikkanetti.
- In the Keikkanetti news feed, you can follow current job matters and instructions.
- If the actual working hours of a job did not match the plan, you can edit the working hours to match the actual working hours.
- Update your CV, permit and working area in Keikkanetti
- The Seure payslip is issued in Keikkanetti

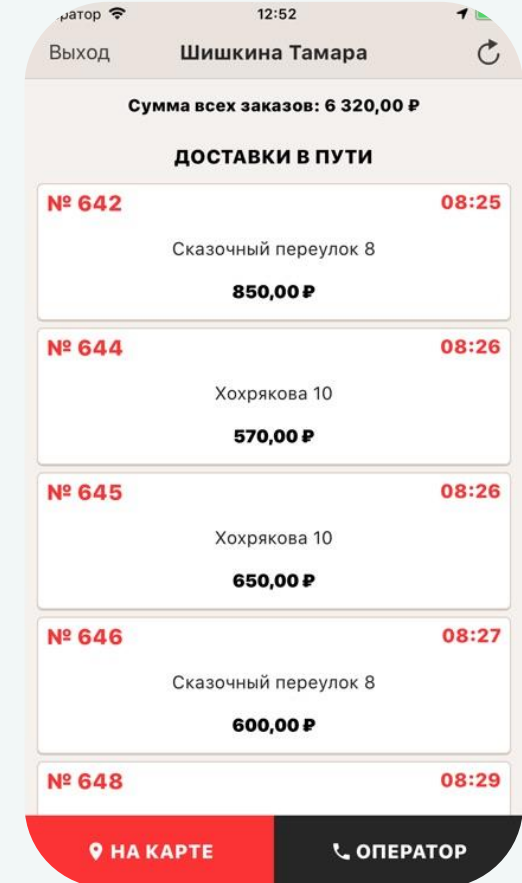
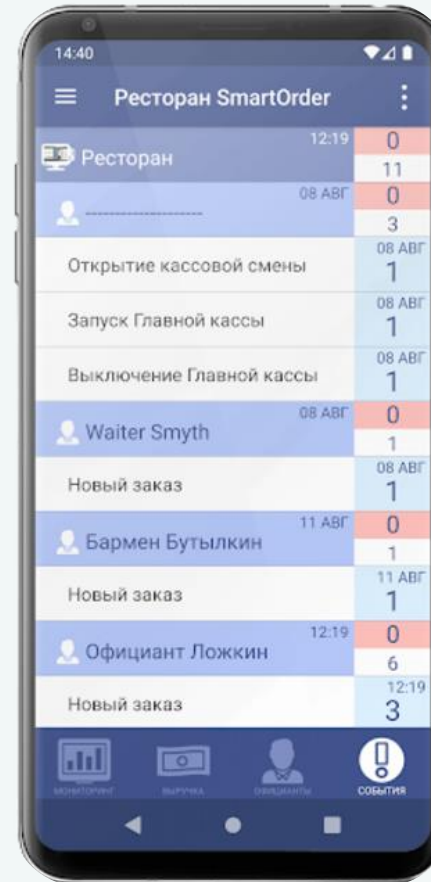


Benchmarking: Iiko app

iikoCheckList - restaurant standards automation from Russia.

Features

- Electronic checklists
- Online task setting
- One-click completion
- Overview of tasks
- Built-in analytics
- Execution control
- Employee performance analysis
- Performance-based pay



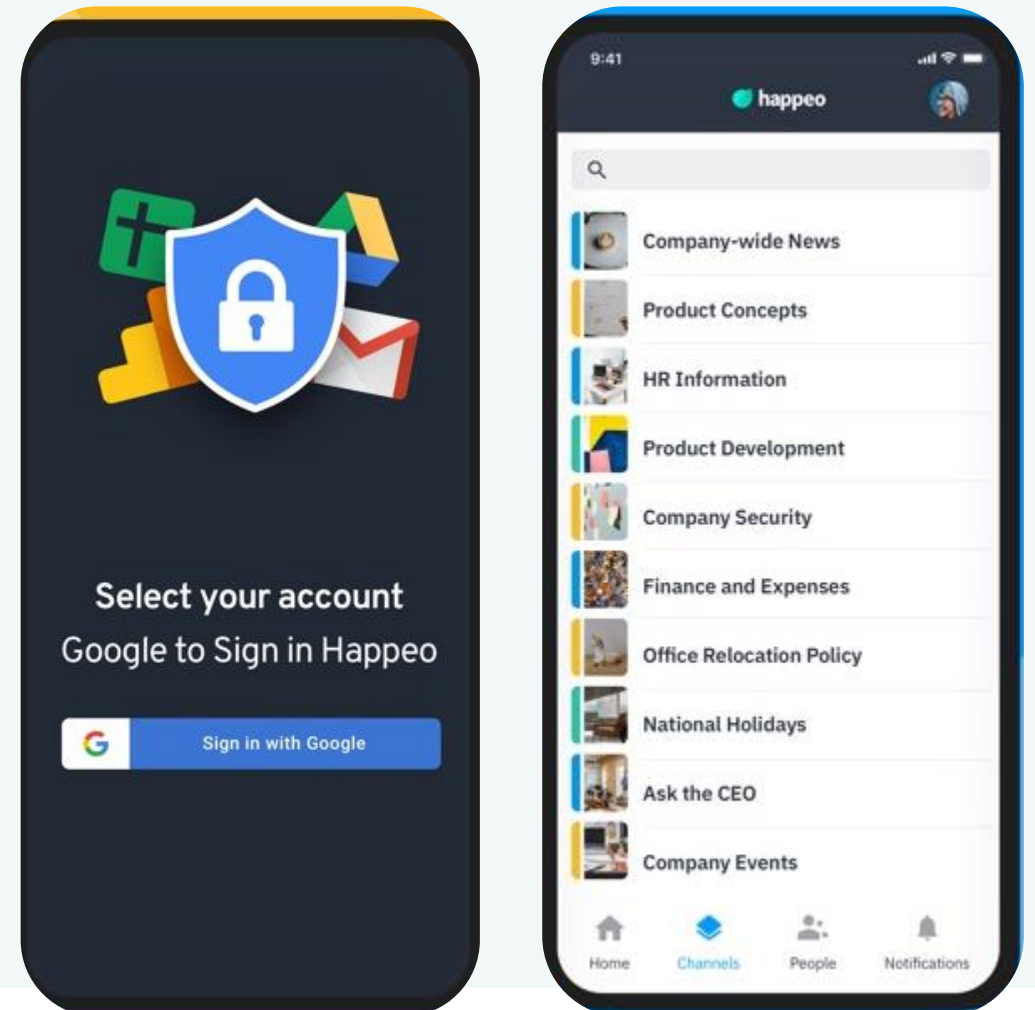
Benchmarking: Happeo



The social intranet that makes employees happier at work

Features

- Articles, videos, or photos in channels
- Special announcements
- Personalized timeline
- Google Workspace collaboration hub
- Personalized Homepage
- Dynamic-content Widgets
- Lifecycle Management
- Visual Org Chart
- Direct message, video call, and calendar access
- Fully-searchable profiles
- In-depth influencer analytics



Competitor's analysis



NPC: 8.16

Positioning: «Family hypermarket where you can buy everything you need in one trip».

- high quality goods
- store sales
- clothing, home and garden products, cosmetics and toys

KESKO



NPC: 8.4

Positioning: «The most customer-centric product seller and online market leader»

- low price of goods
- online sales
- food and household goods

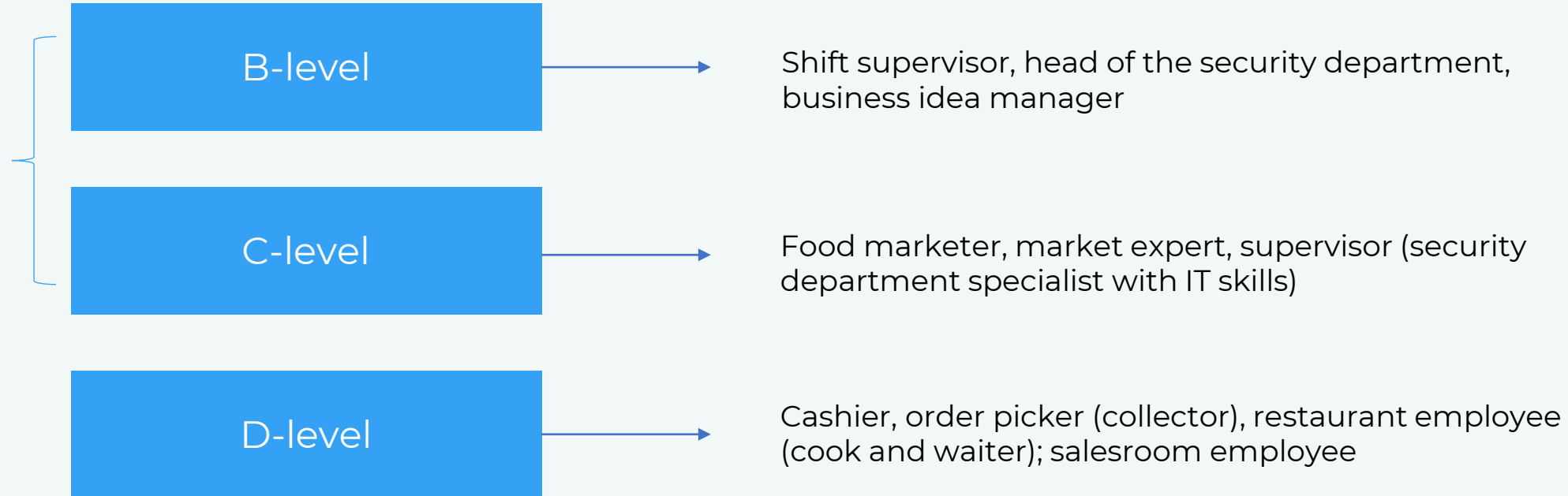


NPC: 8.16

Positioning: «Best quality at low price»

- wholesale
- store sales
- food and essential goods

Prisma: staffing and vacancies



Prisma: pros and cons for employees

Benefits

- friendly corporate culture
- varied experiences in large stores
- convenient flexible working hours
- social guarantees and bonuses
- a lot of positive communication during the working day
- stability and transparency

Limitations

- scheduling difficulties: too many or too few shifts, difficult to take extra hours of work
- the manager is not on site all day, the subordinate independently solves problems
- physical labor, getting up early and working late
- strict and tough management
- high standards and low salaries

Prisma: service problems in hypermarkets

B-level

Shop procurement and supply
Non-consistent assortment in chain stores
Low quality goods (associated with environmental damage)
Pandemic unpreparedness (elderly care and hygiene practices)

C-level

Organization of navigation in the store
Informing customers about changes in the opening hours and conditions of service in the store
Sales ethics issues (dishonest promotions)

D-level

Space: convenience and aesthetics of the sales area design
Service problems: communications, quality of work, staff availability and quality of staff training

Conclusions

- 1) An experienced designer familiar with the cultural context of Finland will be required to design technology products.
- 2) It's important to understand cultural and legal differences to launch business activities.
- 3) The most promising market is Finland, the most promising industry is FMCG, but gamification in workplace is not so promising.
- 4) There are many problems to solve in the target company's service and management.
- 5) There is a trend in Finland for the introduction of mobile applications into everyday activities, but gamification is not included there.



Strategy

Stakeholders



Classic software companies



Recruiting agencies



Multinational companies



Startup software companies



Ministry of Economic Affairs
and Employment of Finland

Government



State companies

Opportunities for startup companies



Conclusions

Teachingame can choose one of the options:

- 1) Creation of projects in the consulting format
- 2) Collaboration with a software company
- 3) Starting a company in Finland and working directly with companies

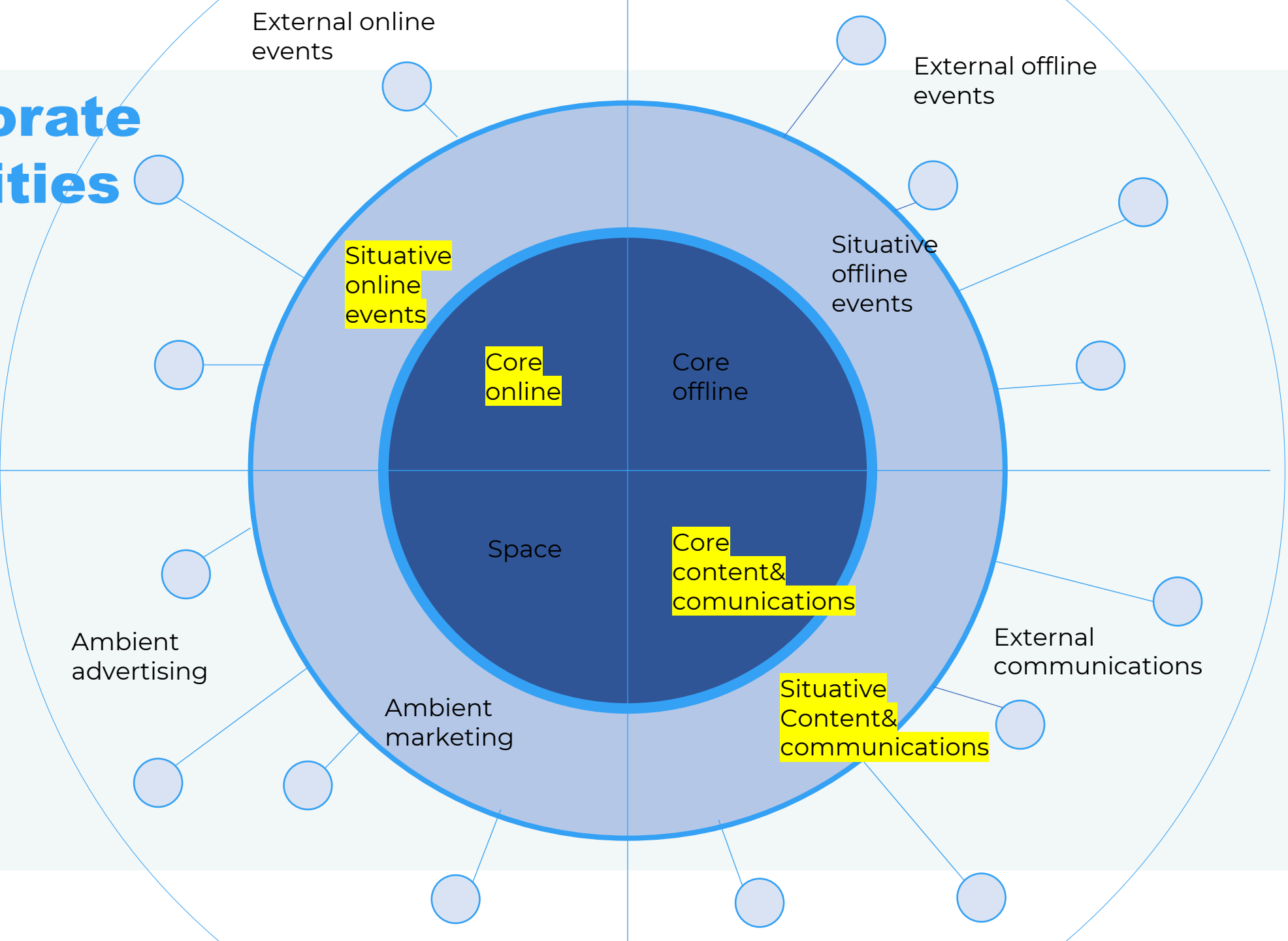
If a separate activity is planned on the territory of Finland, it is required to open a company in Finland.

If the project is implemented in partnership, it is possible to join the company as an employee.



Practical solutions

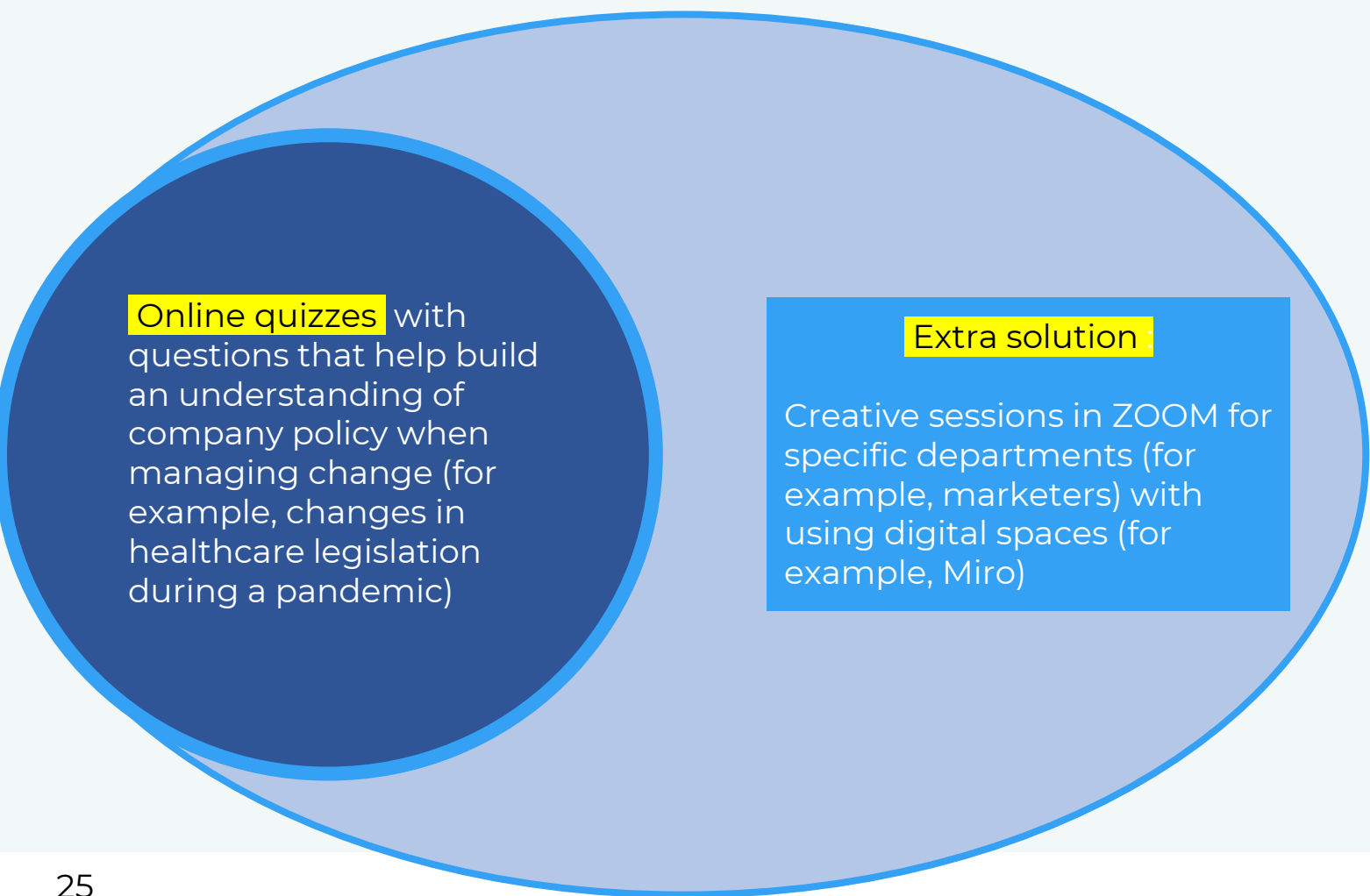
Corporate activities



Mobile app for employees with gamification



Mobile app features for managers (B-level) and specialists (C-level)

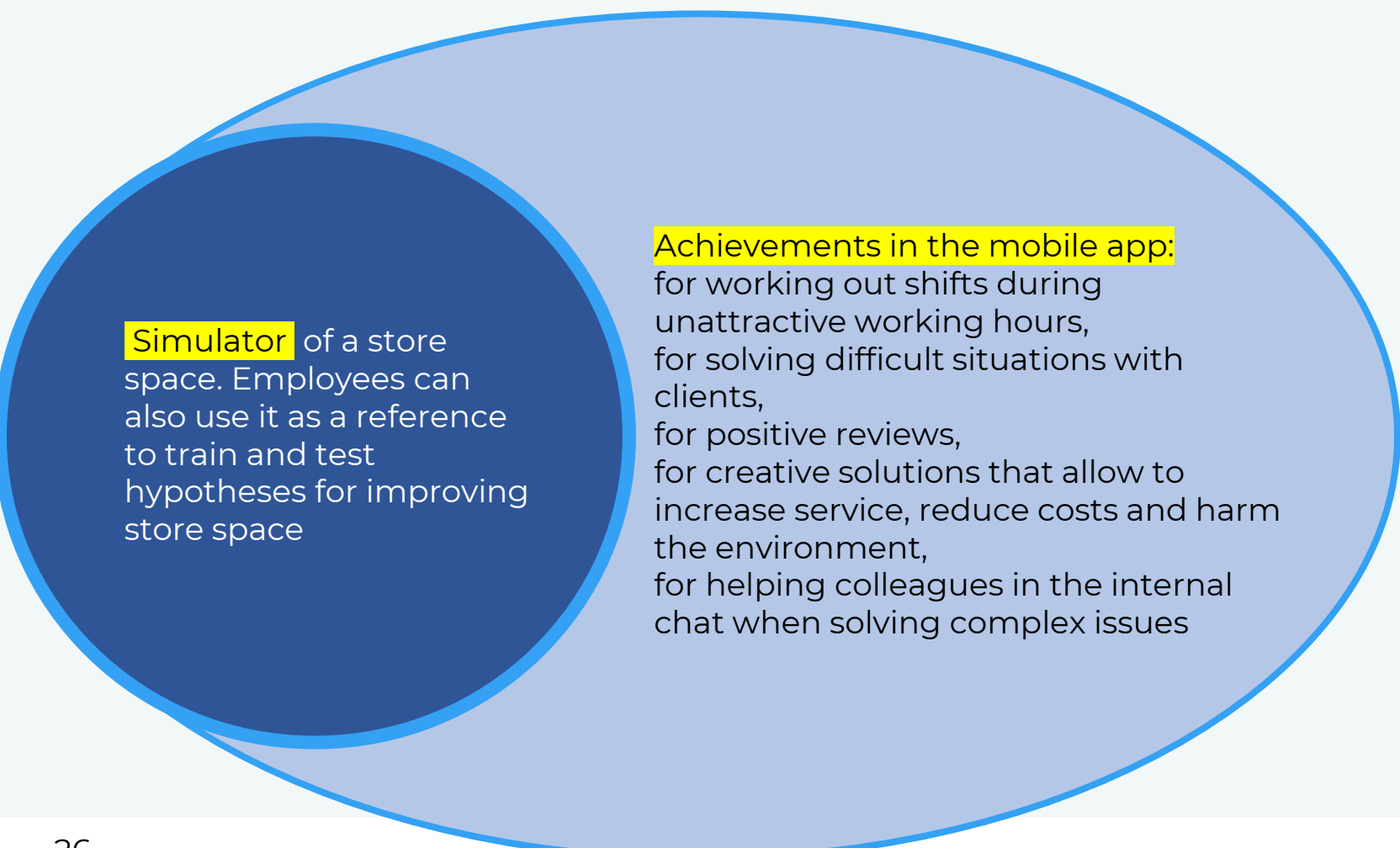


Online quizzes with questions that help build an understanding of company policy when managing change (for example, changes in healthcare legislation during a pandemic)

Extra solution :

Creative sessions in ZOOM for specific departments (for example, marketers) with using digital spaces (for example, Miro)

Mobile app features for manual workers (D-level)



Simulator of a store space. Employees can also use it as a reference to train and test hypotheses for improving store space

Achievements in the mobile app:
for working out shifts during unattractive working hours,
for solving difficult situations with clients,
for positive reviews,
for creative solutions that allow to increase service, reduce costs and harm the environment,
for helping colleagues in the internal chat when solving complex issues

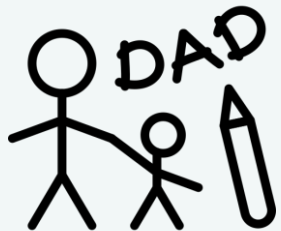
A simulator of a store space, implemented in a puzzle format, in which employees choose how to arrange goods (as the level of difficulty increases, additional modifiers appear:

- opening hours for the elderly,
- holidays,
- difficult weather conditions,
- changes in sanitary standards)

Special projects inside the application

Specialized events aimed at developing the internal brand of the company

Best father's day



When male employees with children choose work shifts in such a way as to spend more time with the children

Wisdom and optimism are the strength of older employees



When older employees in a pandemic do not go out to work in the store space to be safe, but can take additional shifts to solve procurement and space organization tasks

Support of regional stores by large centers

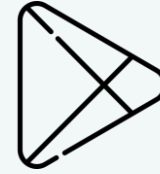


When employees from central regions help to solve complex issues to colleagues from remote regions through a corporate messenger

HR-branding solutions



Difference from competitors due to clear positioning based on the internal values of the store



Launching the simulator as a free-access game that can be successful as a standalone product



Testing potential candidates using quizzes and simulator games



Positioning the store as a human-centered employer that cares about the well-being of employees by reducing the stress of daily changes in legislation and the situation

Project implementation risks

Difficulties with development and launch of the app

It is necessary to involve a sufficiently reliable and experienced technology partner in the development of the app

Employees cannot be forced to play in the workplace

It is necessary to include in the application not only game mechanics, but also a reference function

The simulator needs to be updated frequently to keep the gamification up to date

It is necessary to control access to the application on A-level

Employees must use their own mobile devices to access the app and the game

It is necessary to take into account the technological capabilities of devices: operating system, available memory

Low engagement to the product

It is necessary to track engagement indicators during product implementation, focus on the design and characteristics of popular mobile games

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Annex 1. In-depth interviews

The main values of Finns corporate culture are:

- Equality;
- Punctuality and confidence;
- Work-life balance;
- It's better to avoid unnecessary interactions;
- Gamification is really weird decision.

What can be really good?

- To educate employees how to manage their working hours;
- To create an employee rating for interest and competitiveness;
- To use games in corporate life, but not in the workplace.

Annex 2. Advertising platforms for promotion



Targeted advertising and promotion using content in professional communities



Search engine advertising and banner advertising by interests



Personal brand development and networking



Articles and videos describing the application and employee experience on the company page