

InLine

From research workshop to standalone game.

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For a company, it is important that there is an alignment between the companies' strategy and the behaviour of their employees. This is where the human resource department comes in. There is a lot of research and education on the companies' strategies and the individual HR-tools. Research on the combination of the two, however, is scarce.

In recent years Luuk Collou and Guido Bruinsma developed a serious game, called *InLine*, that engages this problem. This serious game can simulate the effect of chosen HR-practices on the companies' strategy, which results in useful insights and knowledge for the people working in the HR-department. The game can capture the complexity of firm-specific HRM design, provide insight into the quality of HR decisions and enable HR-professionals to experiment with HRM decisions and gauge the effects without the risks.

Meanwhile, the game is used in over a hundred workshops, which shows the game's success. However, it takes a lot of time for two people and a handmade product to do these workshops. The creators of *InLine* want to bring their product on the market and therefore the game should become standalone, this was also the design challenge of this bachelor assignment.

An extensive analysis was conducted to get a good overview of the current version of the game and to determine requirements that contribute to this challenge. Multiple methods were used such as: Test playing the game, a SWOT-analysis, the power-interest method, an expert review and competitor analysis. The test playing offered a lot of insight on: how the game works, what problems occur with the current version and a great base for the manual was created. One of the main findings is that there are multiple user-scenarios possible. Next to that, a lot could be improved on the usability of the game.

In the ideation phase, a morphological scheme was used to explore all different solutions for the different elements of the game. The next phase was the concept phase, where different combinations of solutions were explored. This led to one final concept, which was proven to be the best fit based on research and logical thinking. In the detailed phase, ideation for each element of the game was done. This was done step by step and many of the design decisions were made together with the creators of the game. In Figure 1 the final prototype can be found.

Some of the major changes to make this game standalone are listed below:

- The readability and distinguishability of the cards are improved.
- The scoring mechanism of the board is changed. Now it allows the users to put every possible score on the board.
- The manual was written from scratch. With this manual as an addition, which removes the need for an attendee.
- The overview cards were added to improve the game flow.

- All the elements are consistent in style.
- The competing value framework is emphasized.

Finally, the new version of the game was evaluated. A test-play was organized. Afterwards, the participants were asked to fill in a feedback form. The results are processed and none of the elements was found to be insufficient. Furthermore, recommendations on the further development of *InLine* are given.

To conclude, *InLine* had to undergo some changes to make the game more understandable and user-friendly. The new version of *InLine* consists of redesigned cards and a renewed board. Furthermore, a manual and an overview card were added to the design. Adding the manual was a big step to make the game standalone because there is no need for an attendee to be present anymore. With the further development of the online environment and packaging, the game *InLine* can be sent to the customer, which are companies or educational institutions.

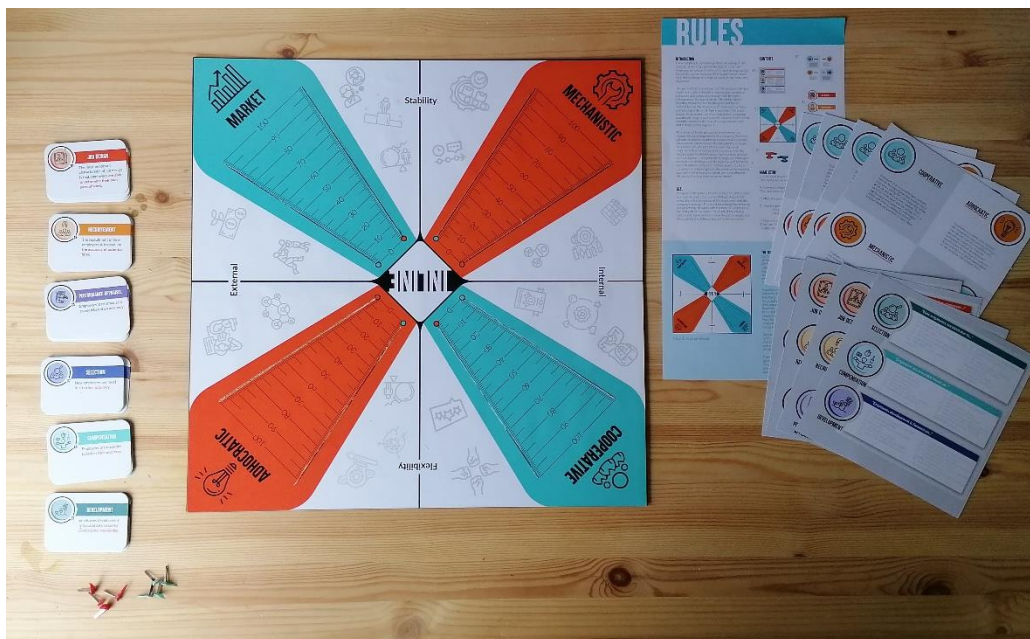


Figure 1: Final prototype of *InLine*.