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Employee Engagement Enhancement

Using Gamification

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Abstract

Employee Engagement declaration is a major concern in all the industries. Throughout the pass years there were several techniques were tested in order to increase the user engagement. One such technique is gamification. By incorporating the gamification into project management methodology, it is expected of increase in engagement. As per the demonstration purposed the choice of the project management methodology is Scrum methodology. Scrum methodology was modified in to a gamified system using the Octalysis Gamification framework. In order to avoid psychological manipulation of users by high level management users, use of only white hat gamification elements were maintain thought out the suggestions.

Keywords:

User Experience

User Engagement

Gamification

Octalysis Gamification Framework