

Game- Based Learning

Gig Life: Grocery Delivery Edition



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Table of Contents

Game Name.....	3
Designers	3
Target Audience	3
Content	3
Background	3
Specific Learning Goals	4
Game Description.....	5
Overview.....	5
Gig Delivery Rules and Best Practices	5
How to Get More Deliveries.....	6
How You Get Deactivated.....	6
How to Optimize Earnings	7
Example of Levels - Gig Work Delivery Scenarios	7
Motivational Theories.....	9
Self-Determination Theory	9
Csikszentmihalyi's Flow Theory	9
Game Mechanics	10
Avatars	10
Time-Constraints	10
Tip Counter.....	10
Scores	10
Customer Ratings.....	11
Company Strikes	11
Levels	11
Rewards.....	11
Badges.....	11
Tips	12
Leaderboards.....	12
Logic Model.....	13
The Top Five Lenses	14
Competition	14
Time.....	14

Obstacle..... 15

Rewards..... 15

Punishment 16

Storyboard..... 17

Evaluation Plan..... 17

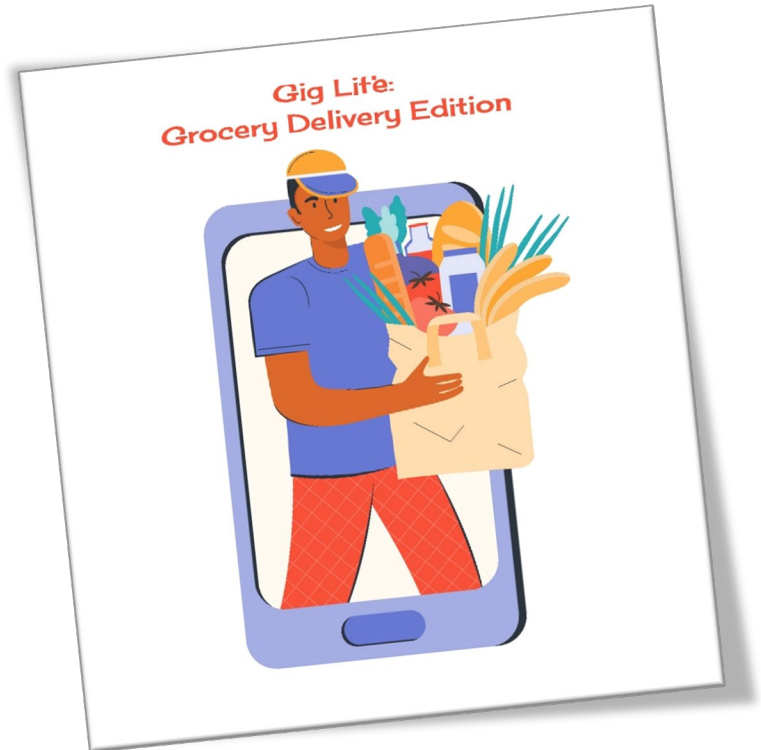
References 19

Game Name

Gig Life: Grocery Delivery Edition

Designers

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- Nila Jennings
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Target Audience

Gig delivery workers and young adults.

Content

Try to earn the most tips and highest accuracy rating by shopping and delivering grocery orders.

Background

The goal of the game is to train independent gig workers to follow company guidelines.

deliver orders accurately and optimize earnings while working in the gig economy.

Training drivers properly will also increase use of the grocery delivery app and also

increase overall business to the company.

Specific Learning Goals

Learning goals for this game are based on what we would like for current and future gig workers to learn, understand, remember, and apply during their work as a delivery driver at a grocery store.

1. Achieve 90% accuracy with order and within a designated time frame.
2. Solve typical dilemmas that gig drivers frequently encounter.
3. Execute the gig, from first contact with order to doorstep delivery including:
 - a. Accept the order
 - b. Shop the order
 - c. Drive route
 - d. Deliver to customer
4. Prioritize deliveries based on customer location, routes, products being delivered, and other barriers (traffic etc.) (drive the route).
5. Increase customer satisfaction by following customer notes for the order and being courteous to the customer.
6. Articulate company expectations for gig drivers.

Game Description

Our game description is comprised of an overview, the rules and best practices, and examples of typical scenarios our gig drivers will encounter at they play our “Grocery Delivery Edition.”

Overview

You will be immersed in a situational based game that literally puts you in the driver’s seat as a gig delivery driver. Just like in the real gig economy space there is a lot of autonomy to work your own schedule. Deliver fast and with quality service while interacting through text with the customer, you earn an amazing tip! Don’t deliver on time, it looks like no tip for you! Set total earnings goals by day and by week and when you achieve them you will be awarded badges like “The Professional” and even unlock new avatars and cars that will have you delivering in style. Accidentally drive in the customers yard and tear up their grass – that’s not good -you could be temporarily deactivated, lose money, and some of your hard-earned badges that make you shine in the driver community. There are lots of gig drivers out there and you will compete against them for orders and money, so be careful who you tell about this sweet gig! Get ready for rewards, angry customers, hidden homes, and delightful tips. It will be a wild ride!

Gig Delivery Rules and Best Practices

All games have rules, and many have best practices. We have listed some of the rules of the game, though our players will have to uncover many of these rules by playing and learning the rules through failing.

How to Get More Deliveries

1. Look at the heat map showing when the most orders are available and drive during those times.
2. When not on an order stay close to the store you prefer delivering from, the driver assignment logic uses proximity to the pickup point to determine the rank for the driver to receive the order.
3. Accept any order, even though you may not want to accept it, not accepting orders when online will lower your acceptance rate and cause you to then see less orders if it drops too low.
4. Always follow customer notes as long as they don't violate any rules like entering homes. Example drop order off on table outside of the garage. This will lead to higher customer ratings and improve rank for receiving orders.

How You Get Deactivated

1. Harass or threaten someone with violence.
2. Expose yourself.
3. Have a low on time arrival, not showing up for the orders on time.
4. Receive 3 strikes, from being unprofessional, dirty car, or not following customer notes.

How to Optimize Earnings

1. Tips help a lot! Deliver on time and be kind during any interaction with the customer.
2. Have a fuel-efficient car.
3. Waiting for the highest paying offers and not accepting the offers that come your way often reduces time spend delivering and overall lowers earnings per hour.
4. Keep a log of customers who give cash tips! (you won't find this in the onboarding).
5. Know which stores have the most orders and the least amount of drivers and delivery during these times at these locations (orders may surge up to \$12 extra dollars when there are not enough drivers for the demand of orders).
6. Have a backup platform, if no orders coming through on Spark App, check out Door Dash.
7. Set goals and reflect on what you earn each week to figure out what works for you.

Example of Levels - Gig Work Delivery Scenarios

1. Driver follows the directions to deliver the groceries to the customer, but it is a gated community, and it requires a gate code to get in! The driver attempts to text the customer in the in-app messaging but no response, what should the driver do?

- a. Call driver support to see if they can contact the customer?
 - b. Return the order back to the store?
 - c. Keep the order because you need groceries?
2. Driver is given two orders to deliver and realizes once arriving at the first house the store did not put the labels on either order, so you don't know which one to drop off where? What do you do?
3. Driver is delivering general merchandise at 8pm and upon arriving at the customer's house, the customer pulls a gun on the driver! The customer wasn't expecting someone in regular clothes and an unmarked car at their house at 8pm.
4. The driver follows the directions for their delivery order, and it leads to a ship that the driver can't get to, unless walking through about 100 ft of rocks. What do they do?
5. The driver is asked by a store associate if they will go on a date with them and the driver says no. The driver keeps getting their orders canceled by the store associate now. Should the driver go on the date so they can keep getting orders?
6. The customer wants the driver to bring their groceries into the customers home and they are a disabled vet. The driver recalls in their onboarding they are never to enter a home, what should they do or say to the disabled vet?

Motivational Theories

In the following section we will discuss the most prevalent motivational theories at work in our game.

Self-Determination Theory

The Self-Determination Theory plays a large role in our game, as the motivation here occurs through autonomy (players are given choices), competence (players are given skill-based challenges), and relatedness (players are put in the shoes of a character with a job they are training for). We also wanted to make sure that in addition to learning, players have fun! Proulx, et al. (2016) state that “Players are willing to spend more time and energy to complete an activity when they see it as *fun*” and that “two of the key factors that are associated with digital games are autonomy (possibility to make relevant choices) and competence (the task represents a challenge while being achievable), which are core components of the self-determination theory that positively influence motivation” (p. 3).

Csikszentmihalyi's Flow Theory

The player is meant to be fully immersed in the gameplay with avatars, tasks, time constraints, rewards, etc. The game requires a balance of challenge and skill, and intense focus in order to successfully complete it. Csikszentmihalyi (2008) writes that “we have all experienced times when, instead of being buffeted by anonymous forces, we do feel in control of our actions, masters of our own fate” (p. 3) and that when one designs an optimal experience, they include “rules that require the learning of skills, they set up goals, they provide feedback, they make control possible” (p. 72). The

autonomy and insertion into a character and scenario in a challenging virtual setting sets the tone for the optimal flow experience that comes from ultimate focus.

Game Mechanics

Following are a list of game mechanics utilized throughout our game.

Avatars

Players can customize their gig driver avatar at the start of the game and can even customize their car as well! When players earn tips from each gig, they can purchase more customization options for both their avatar and their car.

Time-Constraints

Delivery drivers must be quick, or they'll risk losing out on a good rating, all their tips, or worse—they could get deactivated! Hughes states that "Giving the learner a limited amount of time to complete a task or finish a level lends itself well to cultivating employee competition. It opens the door to discussions based on the game content, gameplay, and player rankings" (Hughes, 2019).

Tip Counter

Deliveries need to be performed in a timely manner, or the number of potential tips could decrease. The player starts out with a set number of potential tips to obtain from each gig, but after a certain amount of time the tips begin to decrease and act as a timer until there is no tip if they take too long.

Scores

Knowing their score is a surefire way for our delivery drivers to track how well they are doing. They can check their scores based on the rating they receive from each gig.

Customer Ratings

Each player starts out with a five-star rating. If the wrong item is selected, or the wrong choice is made when faced with certain obstacles, the driver's rating drops! The player will need to achieve a certain number of stars in their rating upon completion of the gig in order to move on to the next level.

Company Strikes

Three strikes and you must start the level over. Reference is to company policies and driving.

Levels

When players achieve a certain number of stars in their rating, they can move on to the next level in the game, which brings about an entirely new scenario and an onslaught of new challenges and obstacles to overcome!

Rewards

Drivers will be granted certain rewards for a job well done upon completion of each gig! Using in-game rewards increases learner engagement and motivation (Hughes, 2019).

Badges

Described as "Merit for completing a certain task" (Hughes, 2019), badges and titles will be awarded for the completion of certain tasks, getting multiple streaks of 100%, or selecting specific interactions with customers. For example, the player will receive "The Professional" badge for acting in a professional manner when clients test their patience.

Tips

Tips are granted for a job well done and can be used to obtain new customization items.

Leaderboards

Players will be added to a certain position in driver rankings and be able to compare their own results with other players! Hughes (2019) writes that, “Including a leaderboard, game mechanics depends on the level of competitiveness you want your employees to rise to.”

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Logic Model



The Top Five Lenses

Numerous lenses were available to build into our game, but we chose the five lenses that we felt were the best fit and most improved our game. The lenses ensure we ask thought-provoking questions, and these lenses confirmed for us we were asking the right questions and making the right choices for our game. We chose the lenses of competition, time, obstacle, rewards, and punishment.

Competition

In our game, Gig Life: Grocery Delivery Edition, competition is the key driver, if you're not the first, you're the last! In our game novices and experts alike can play and win.

This is a game of scoring tips by keeping track of your time, ensuring your customers are satisfied, and not getting any company strikes. If you are an expert in the area and can reduce the time to shop, travel to the customer, and know the tricks to get more tips, you can quickly become an expert.

Time

In Gig Life, as in other games, timing is everything (Schell, 2019). Time is a major factor and acts almost as another player in the game for our Gig drivers, as they are always racing against the clock. Our drivers are compelled to reach their goals by being the quickest and most efficient in the market. They must quickly scan the heat map to see where the most orders are available, pace themselves on orders to stay close to stores so they can pick up on time, and then schedule themselves appropriately to make it to their drop off within their designated time allotment. If any of these times aren't met, earnings per hour and tips could be lowered. "Our goal as designers is to create

experiences, and experiences are easily spoiled when they are too short or too long, too fast or too slow" (Schell 2019). In our game, you can make your journey as fast or slow as you'd like, but with each choice, there are rewards and punishments, as you will see with the descriptions of our other lenses.

Obstacle

"A goal with no obstacles is not worth pursuing." (Schell 2019) Gig Life offers an array of hilarious, and off-the-wall obstacles, most of them based on real-life stories and accounts from actual Gig drivers! Gig drivers are forced to problem solve on a daily basis, from life or death situations with customers brandishing guns, to ships docked 100 feet off the shore separated by dangerous rocks, to scary situations when customers ask you to come into their homes - maybe it's a disabled vet, and you just want to help, but you're unsure, or a lady carrying a cat who wants to make you some tea, but you know you shouldn't, what could happen? Other situations just frustrate you, like a gated community and you don't have the code, or orders without labels, animals that chase you or deer that run out in front of your car! As you move through the game the obstacles gradually increase in difficulty, and in absurdity, so the longer you're a Gig driver, the more rewards, and crazy scenarios you'll see, isn't that always the case! "The bigger the obstacle the better the story" (Schell 2019).

Rewards

Gig Life is rewarding! By making the right choices on pick-up and then delivering on time, you are on your way to making the big money! Drivers earn money on deliveries being on time, finding the right location, and having the correct order. When the driver

does this and earns tips, he/she moves up in rankings for future orders, which could greatly enhance their earning power. To optimize those earnings, drivers can earn extra tips by being courteous during customer interactions; having a clean car (washing your car is an extra stop, but it could be worth); accepting all company-generated offers and not just waiting on high-paying offers could reduce the overall earnings per hour. Based on deliveries per month - drivers are entered into a contest to earn extra dollars and rankings! Our game is a learning game for Gig drivers so the potential for rewards has the potential to be a real-world experience, but there is also a status and competition play in this reward role-play that is fun and motivational.

Punishment

No one wants to lose! If you get frustrated with customers or employees at the stores and yell or harass, you will get deactivated, or punished for your behavior. That means you lose! If you're too slow, if you're unprofessional, or have a dirty car, no one wants you delivering to them. You lose! If you can't arrive on time, follow the customer's notes or, heaven forbid - eat the customer's food, you lose. You also are not allowed to drive erratically, unsafely, or endanger others, including small animals and other vehicles. Reckless driving may enable you to deliver to your customer sooner, but it could get you a company strike. Enough strikes will cause you to lose the game.

Storyboard

Below is our storyboard:



<https://tinyurl.com/IDT-6720-Team-4-Gig-Driver>

Evaluation Plan

Groff (2018) explains, "Learning games and GBAs simply and specifically monitor educationally-relevant variables at different levels of granularity in games." Players will be evaluated and receive feedback on their performance as it relates to the learning goals in several venues. During the game, the player will see immediate feedback via the customer rating and tips earned. During each segment of a level, tips and customer ratings will visibly adjust during game play. If mistakes are made when accepting an order, during shopping, while driving, or during delivery, the player will see the tip amount and customer rating drop as the level is played. This formative assessment will help players make changes to their game play, thereby assessing and learning at the

same time. If the player makes egregious mistakes relating to professionalism and company policies, this will result in “company strikes” and they will be deactivated; players and supervisors will be able to see the deactivation and the reason. This will result in the player having to start that level over and try again. The final value for tips and customer satisfaction will evaluate overall customer satisfaction including whether gig drivers followed customer notes, were courteous to the customer, and solved dilemmas to the customer's satisfaction.

The next evaluation piece that will provide summative assessment at the end of each level is the gig summary. In this summary, the player and the supervisor will be able to see the player's choices for accepting orders, shopping accuracy and whether substitutions were accepted or rejected by the customer. They will be able to see game-generated feedback on whether they handled driver dilemmas appropriately, receive feedback on their order prioritization and driving routes, and whether they had any actions that violated company policies. This evaluation will provide players information to improve both their play in the game and their actual delivery service skills.

For drivers playing this game as part of their education for a gig delivery service, managers can evaluate drivers by tracking improvements in the driver's order drops (orders accepted and then rejected), shopping accuracy, customer satisfaction ratings, tips, and their ability to follow company policies through company software that manages gig delivery drivers and tracks data. Companies have the option to follow up the game play with a written test to see if drivers know, understand, remember and apply company policies. This could be achieved by conducting a “ride along” with a

driver to evaluate their skills, or they could continue to monitor the driver's stats through the gig delivery platform. For players playing the game for fun, evaluation outside the game would not be possible.

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