

Ashley Seto
Capstone
Fall 2010

Preliminary Sketches : Ashley



black, greys, brown, slate blue

PulpBusiness

Task Creation



First Name M.I. Last Name

Email


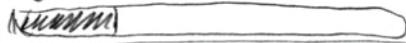
Company

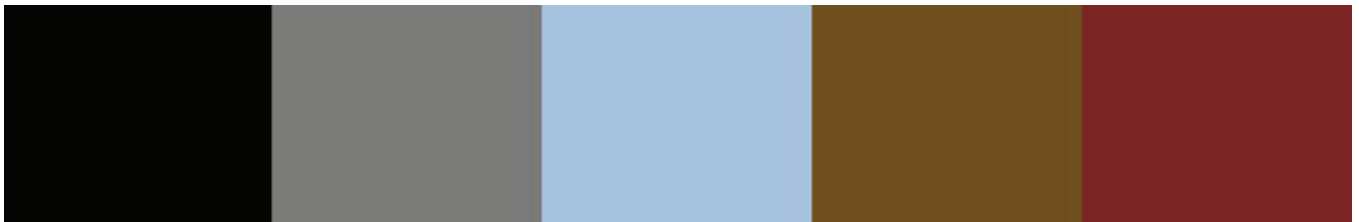
Company Address
Company Zipcode

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Pulp Business

Employer Management

Name Δ ∇	Department Δ ∇	Task Progress
Shmo, JOE	Human Resources	Sexual Harassment training 
Kane, Jess	Engineer	Privacy Policy 





Conversation

Answer Options

Finish

Add More

Preliminary Research : Ashley

Definitions of Sexual Harassment

<http://www.sexualharass.com/sexual-harassment/facts.htm>

<http://www.trainingabc.com/lts-About-Respect-Recognizing-Harassment-p-16713.html>

<http://www.kantola.com/Sexual-Harassment-A-Commonsense-Approach-Employee-Version-PDPD-1-K.aspx>

<http://www.work.com/sexual-harassment-training-videos-12754/>

Joke Sexual Harassment

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoID=846570891>

Other companies

<http://www.compliancetraininggroup.com/>

Moving forward

Research statistics on sexual harassment

Define what sexual harassment is and is not

Define how this hurts employees and companies

<http://www.videojug.com/interview/sexual-harassment-and-the-law-2>

What is sexual harassment?

Who is covered by federal sexual harassment law?

When an employee engages in 'quid pro quo' conduct against another employee, is it automatically considered sexual harassment?

Are employers liable for harassment by supervisors?

Does every employer need to have an anti-harassment policy?

What are some examples of a 'hostile work environment'?

Can a single incident constitute sexual harassment?

Does flirting constitute sexual harassment?

What can an employer do to prevent sexual harassment in the workplace?

Initial Questions : Ashley & Group

look up existing corporate training levels
badges
some way to mark progress

creator based -> tool

quiz game
start with product provide customizability as a service
robust tool for any type of training?
interactive game?
interactive linear story?

how do we make this fun???

Ashley: The game will be made fun through interactivity and rewards.

what are they activities you do in the game?

Ashley:

A multimedia experience game

videos

answering questions at the end in a jeopardy like game or who wants to be a millionaire in which the employee cannot have completed training till they get the million dollars

short comics (think web comic)

simple games (think duck vs BP. Everytime you die, a fact pops up on the screen).

what are the rewards? progress? actual physical rewards?

Ashley: Rewards will include an experience bar and “badges” or “stickers” for each training completed with possible hidden badges/stickers in the game. Companies from there can then decide on actual physical rewards, ex: a \$5 gift card to Starbucks.

how is this game managed? (by a manager?)

Ashley: The game will be managed by the HR department responsible for administering training.

what is the hook?

Ashley: You can watch 4 hours of a boring videos made when big hair was still cool or you can play this game.

who will use this?

Ashley: A company that requires corporate training in any capacity.

[Notes from meeting]

GOALS:

1. FUN - Interactive, Colorful,
2. User-friendly
3. Effective/ Educational

- Define
- Watch
- Q&A, Test
- Sign off
- Plot?
- Rewards system

Service to companies

Pulp Business will make your corporate training.

- Customizable

Look and Feel - “Pulp Business” Look, but can be customizable to company

First Pitch - Group

Pulp Business Corporate Training

Corporate Training for the Modern Professionals

We came up with the idea for a general Training platform that will engage employees and put a twist on the classic schema. Through interactive environments, appearances from Pulp Business characters, and exciting real-life situations you will be trained and not even realize!

[What]

A Corporate Training product with an extended service. There will be one web application to manage trainings and companies can buy template-training processes with space for their logo/name. For example, a medium sized company would buy the 'basic harassment training' package and insert their logo.

For template training packages, the customizable elements will include space for the company name, logo, and slogan. Possibly also an introductory paragraph and confirmation messages, and definitely color palette options to match company branding. Situations and question content may be edited to fit the specific needs of a company's training program.

Pulp Business is also available for commission to create a customized package for an interested company (ideally a large corp who is updating their training materials). A customized package would have a lot of flexibility and would meet the specific legal requirements of the client.

For commissioned packages absolutely everything will be customizable.

[Why]

Cutting-edge training tool for the modern employee. It will provide a more effective lesson than the standard training, as it will engage while entertaining. This will have an extremely user-friendly management system where an HR director can see at a glance who has completed a package, who needs approval, etc.

[Hook]

Our focus is fun!

This isn't just a bland questionnaire but an engaging, satisfying, fun training providing benefits/incentives such as gift cards. It is a great alternative to boring 4 hour long videos no one absorbs information from and it will help employees learn lessons by "playing" a game. This corporate training package will be cheap, effective, easily deploy-able, and fun!

The game will entail engaging illustrations, rewards, and most importantly interactivity. Interactivity is an important part of what makes this fun, every action should require some kind of user input.

A playful plot using the IP to let users "play through" an episode in an interactive manner will force the users to forget they are even in training.

[Who]

.Hip companies who have gotten large enough to now require a streamlined training process. .Mature companies who have a 30-year-old video for training and need to modernize.

.Any size (small, medium, large)

.A company that requires corporate training in any capacity, wanting to try something new, or who are in need of positive changes to motivate uninspired employees.

Companies interested in a more customizable training

[Gameplay / Activities]

Sexual Harassment Training

Team Building

List of possibilities:

A multimedia experience game

- videos
- answering questions at the end in a jeopardy like game or who wants to be a millionaire in which the employee cannot have completed training till they get the million dollars

First Pitch - Group

- short comics (think web comic)
- simple games (think duck vs BP. Everytime you die, a fact pops up on the screen).
- Game features like "lifelines." If you're stuck at a question you can choose maybe a 50/50 option where the game takes away half of the answers for you.
- Track your status in the side of the screen so you can see how you are doing and how close you are getting to the finish. Eliminate numbered elements... ex (question 5 out of 21)
- People are faced with dilemmas, and have to choose the appropriate response. We need to differentiate ourselves from existing training by getting as far away from a traditional "quiz" as possible.
- Minigames: short answer quiz, one of these things is not like the other, find as many ____ as you can in 1 min etc. maybe training session -> then use your new found knowledge in a real world example.

[Rewards / Progress]

Physical Rewards (Gift cards, coupons, etc.)

Status Bars (how much have you accomplished/still need to accomplish)

Leader boards (to compare with fellow employees)

Badges and/or Stickers

** [How]

The game will be managed by the HR department responsible for administering training.

There will be a FAQ and help section available through Pulp Business.

If this is presented as a service/tool then defiantly managed by HR. But if it is more of a product/individual experience then it should all be managed by the game/server.

10.19.2010

Finding time to meet - Make google calendars

Decide on a definite idea

"Lesson Plan" (sponge bob, chowder, archer, simpsons)

Flow chart

Narrow the scope

Features list - tech

Defining the milestones

Server/domain access

Brainstorm - wireframe & concept

Wireframes

2nd pass wireframes - for forgotten items

First pass design - color, style, font

Deliverables

Individual Brainstorming & Concepts process book

Final walkthrough (click through)

Basic training workflow

1. Animated & Voiced-over introduction video

2. Animated & Voiced-over lesson

3. Individual learning exercises (single-player games, reading, etc)

4. Group activities

5. Quiz

6. Wrap-up

*these can be shifted around. for example Quiz could go before group activity.

Description of Project : Ashley

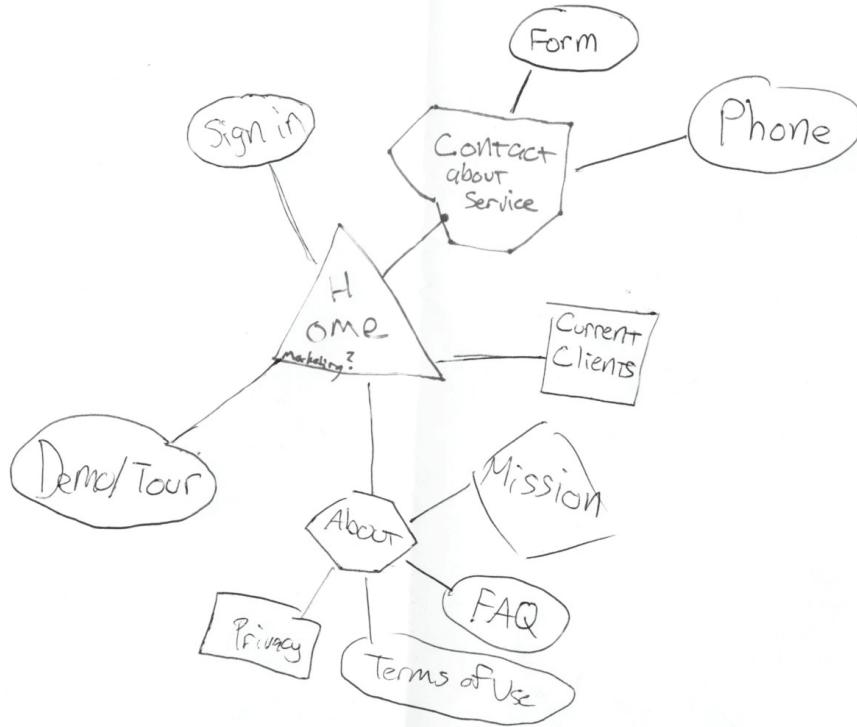
Training in general for corporations is always a necessary task. Companies shell out thousands of dollars to buy training materials or hire trainers. Not only is this expensive, the trainings are boring and a chore to everyone.

The goal of this project is to create a training program that is easy to use and fun through multiplayer gaming. The emphasis being on the fun part, while still delivering all the necessary material to legally cover the company in certification of their employees. The platform would be online, making it easy to large corporations to manage without installing any new software. Human resources would be able to buy and schedule trainings for employees; and employees would be able to login to take the training online. Our training is aimed at large corporations that typically have hiring cycles of new employees.

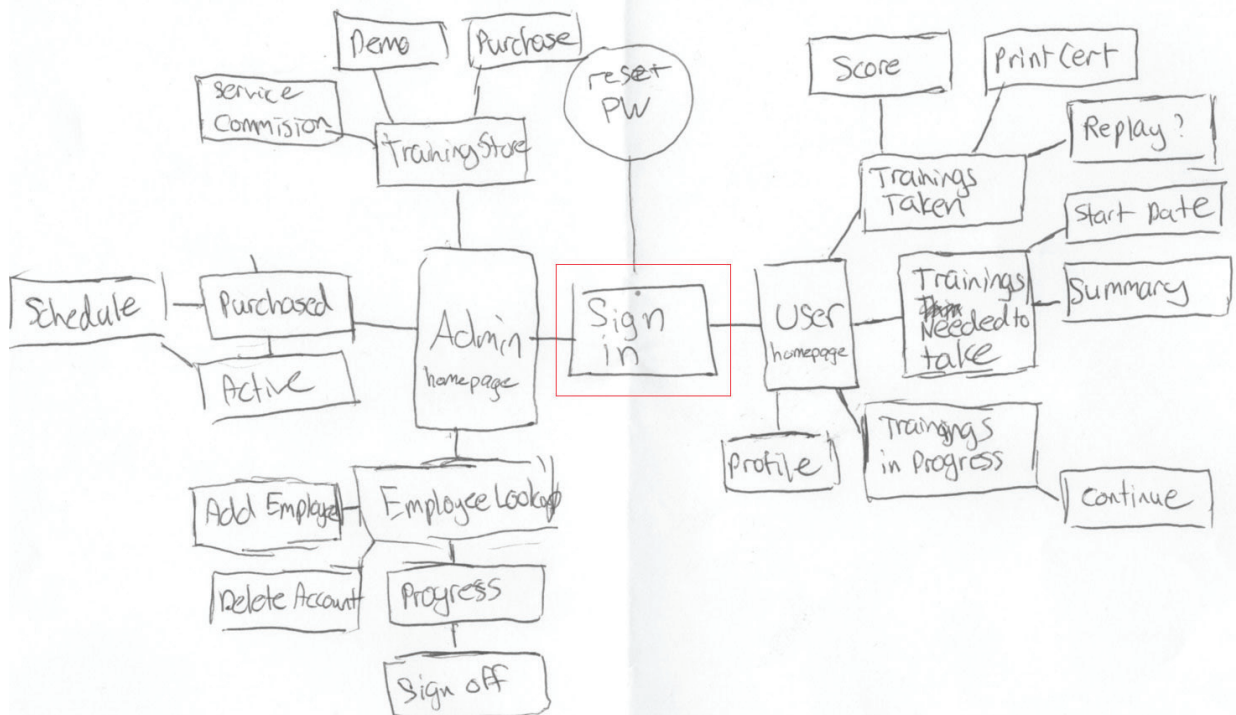
Our sample training will be Sexual Harassment. Groups of four players will work together to explore two levels and one boss level. We hope that through interaction that this will also be a team building exercise for new employees. During their exploration, players will collect pages to a sexual harassment training that they can review. Players will be able to experience NPC interaction and various mini games, as well as learn about sexual harassment. Mini games will, for the most part, require more than one player to complete. At the end of each completed level, players take a quiz that will certify that they understand the material.

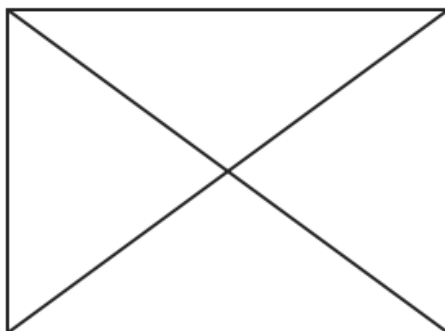
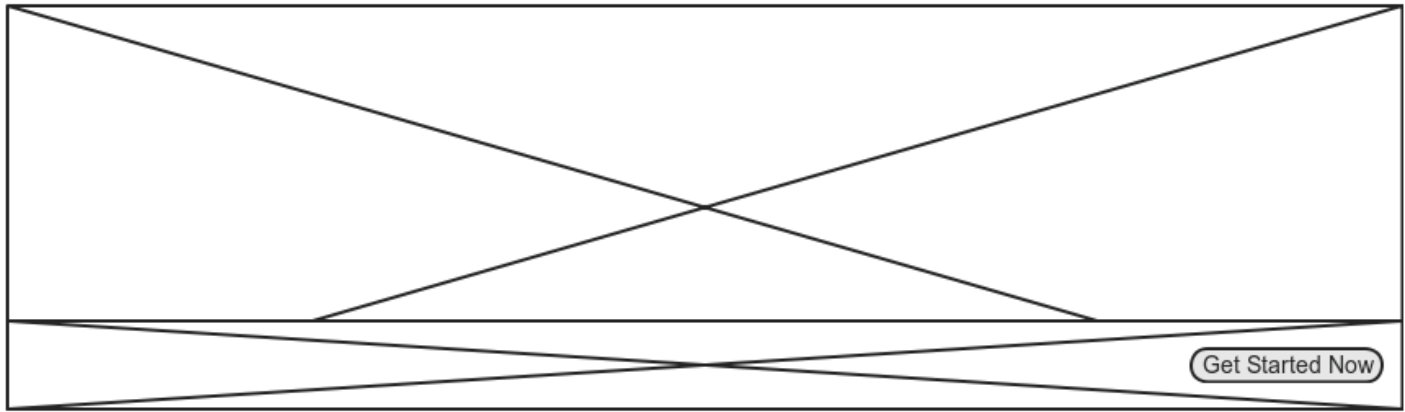
Site Map - Group

Pulp Business.com

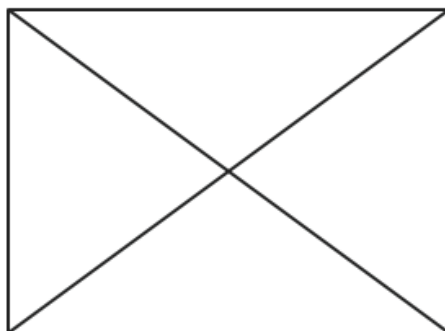


Business Name. Pulpbusiness.COM

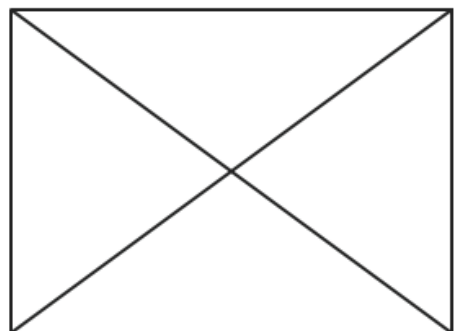




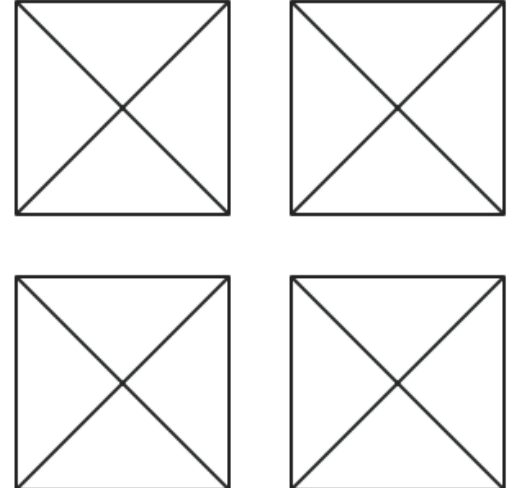
Why choose us



View demos of our training programs



Talk to us about custom building training programs for your company



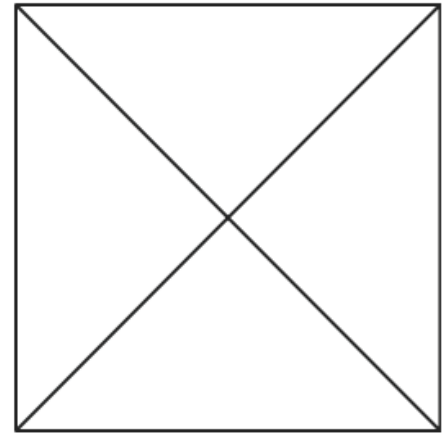
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Site Wireframes First Draft (ABOUT): Ashley



We wish to bring you awesome services so your corporate training does not suck. Following the style of pulp business, we will teach your employees not to do horrible things.

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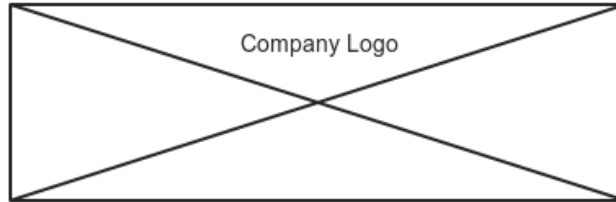
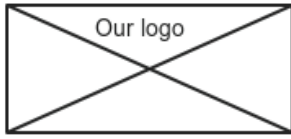
Contact Us

Any additional comments on the type of project you're looking for.

Follow the Pulp Business Story



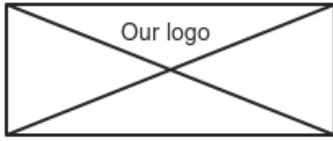
Site Wireframes First Draft (LOGIN) : Ashley



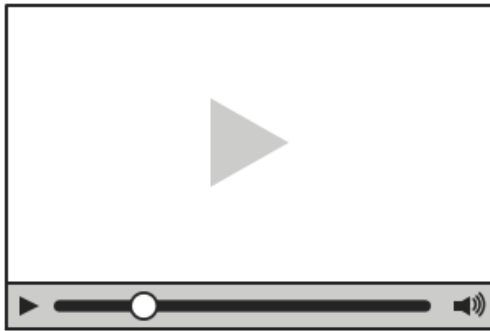
Username/e-mail address

Password

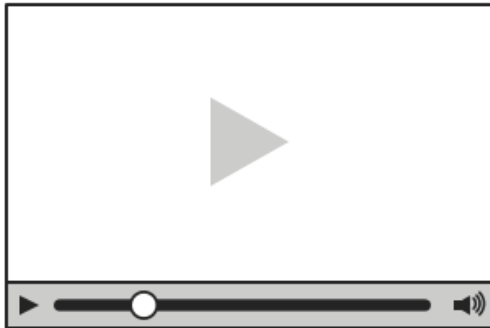
Login



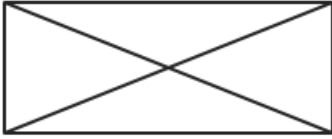
News Feed



New training available!
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New training available!
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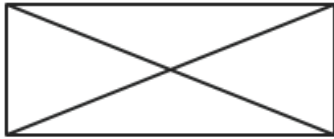


Home Training Schedule View Employees Buy Training

Purchased Active Schedule

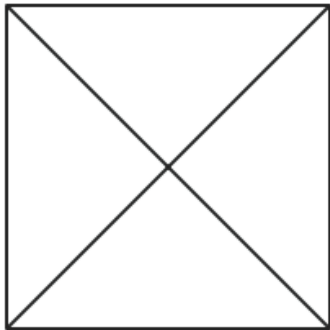
Sexual Harrassment	A basic training course for...
Magic Bunnies	Learn to catch bunnies
Something	Not being witty right now

Site Wireframes First Draft (SCHEDULE A TRAINING): Ashley



- Home
- Training Schedule
- View Employees
- Buy Training

Training Name



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Schedule

10/27/2010

Time

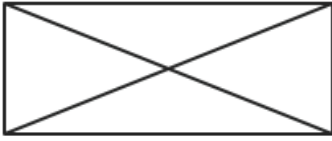
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Engineering

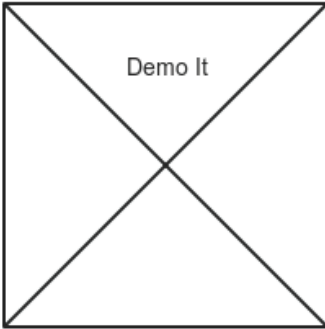
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Schedule

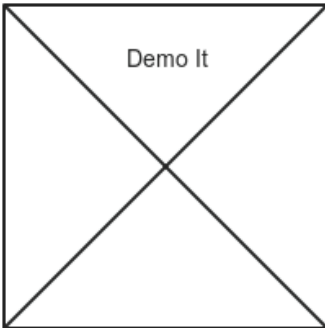


Type 1 Type 2 Type 3



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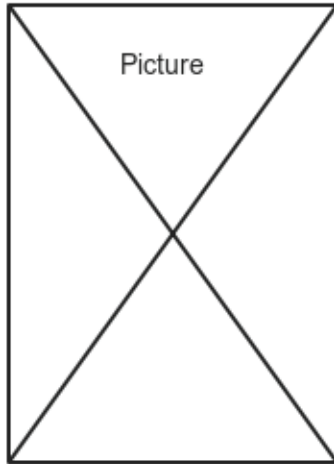
Buy



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Buy

Employee Name



[Edit Profile](#)

Inprogress

Sexual Harassment	50% complete	RESUME
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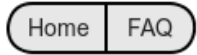
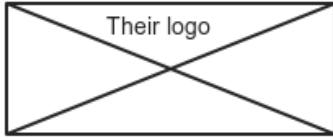
Completed

Sexual Harassment	Passed	Print Certificate
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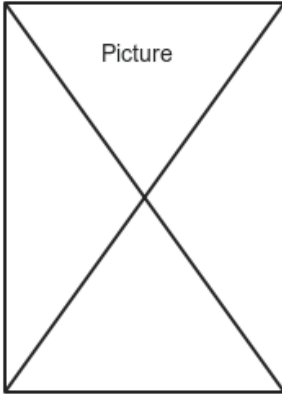
Scheduled

Sexual Harassment	Januray 5th 8am	View Description
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Site Wireframes First Draft (EMPLOYEE PROFILE) : Ashley



Employee Name



Upload Picture

Level 1 Idea: Ashley

Top down view with cut scenes. Think Pokemon. Responses are given by hitting 1, 2 or 3.

MAP: Front Entrance > Front Lobby > Elevator > Mailroom > Exit to teaching session/Quiz

FRONT ENTRANCE

Welcome to TnA inc. Today is just a normal work day, or so you thought...

Your coworkers are for this round ____, ____, and _____. Unfortunately, one of you forgot your keycard to get into the building. It looks like you're going to have to borrow someone's card.

Player then will have to receive a keycard from another player on their team before any of them are allowed to swipe to enter the building. Any attempted swipes prompt the message "Aren't you forgetting someone? They can't get into the building without you."

FRONT LOBBY ROOM

You enter the front lobby where you're greeted by the front desk.

Avatars enter the building. The front desk clerk yells "Looking good!" at you. You're confused and so is your team and your avatars automatically walk over to her.

Mini screen pops up with the front desk clerk. "Hey didn't you hear? Today is TnA's sexual harassment day. We get to say what we want to everyone. Of course you might get rewarded if you don't but who can pass up this chance to finally hit on that hottie in your office!"

Your responses: 1) AWESOME! 2) uhh ok... 3) What? no!

"Ok" she says. "Here are the ground rules. Sexual harassment counts as any sort of unwelcomed sexual advances. You can intimidate, threaten or coerce others into getting what you want out of them. In extreme cases this can also be sexual assault. Just remember that it has to be unwanted. Well, of course you could always not be a pervert and something good might happen to you. Oh, here are some things you might need along the way." She hands you an item which is either a stamp, cellphone, stapler or birthday card. "I'd stick together too if I were you... it could get dangerous."

Camera back at top down view. Characters at this point can either click or move to interact with NPC's nearby. The purpose of NPC's will be to offer information or hints if players become stuck.

ELEVATOR + MINI GAME Don't look down

Players then advance to the elevator. The elevator will not move till everyone is in it. An NPC female will be holding the door, yelling at everyone to get in.

Don't look down mini game will take place as she rattles off statistics of sexual harassment occurring. Players can choose to look at her face or her cleavage however the dialog will stop if they're looking at her cleavage and the time staring at her cleavage will be recorded for points later.

MAIL ROOM

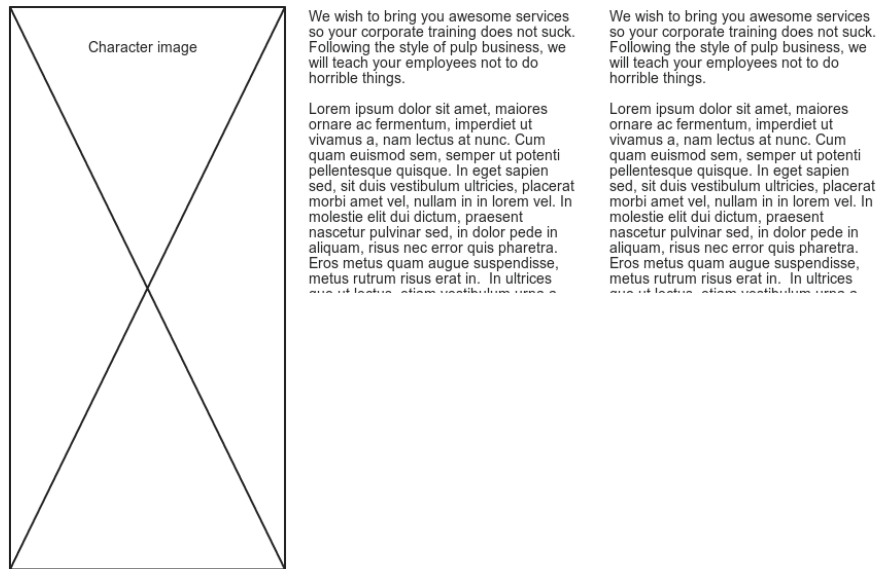
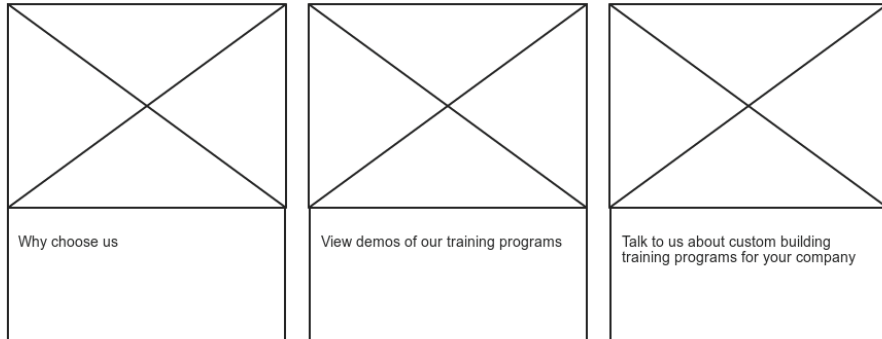
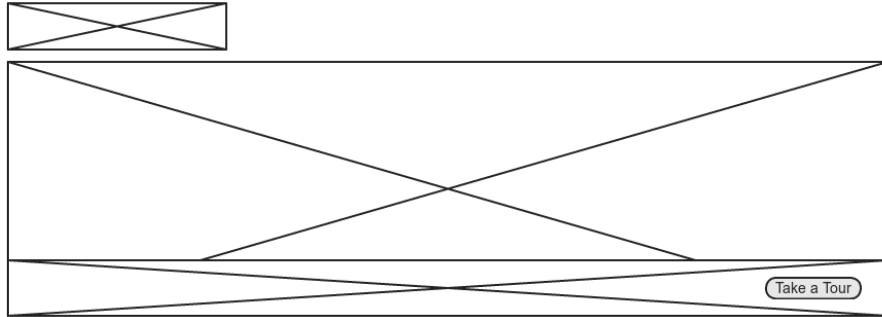
Players are dropped off at the mail room having accidentally ridden the elevator down into the basement. They are then approached by a creepy mail room employee who will begin hitting on the player with the stamp. The player with the stamp needs to find a piece of mail that needs it and place it on the envelope before the players may leave. If the player with the stamp is being harassed, other players will have the option of telling him to 1) stop, say that 2) they are also offended or not help and 3) hit on another employee in the mail room.

Dialog will be something like:

"Hey their cutie. I heard you came down here cause you forgot to put a stamp on a card going to your relative. Well we don't pay for personal mail as a company so you're going to have to do it yourself. Or I could help you... for a price. How would you like to go on a date with me?" etc with circular refusal.

Players will then be able to exit through the elevator. This will bring up an animation explaining in more detail the laws of sexual harassment and how romance is different from sexual harassment. After this players will take a quiz on what they've learned.

Site Wireframe Final Draft (HOME): Ashley & Luke

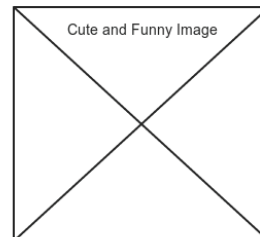


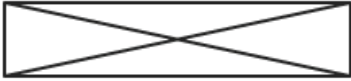
Contact Us

Follow the Pulp Business Story



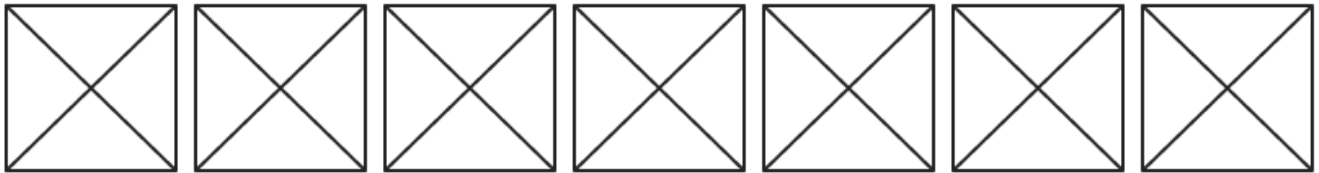
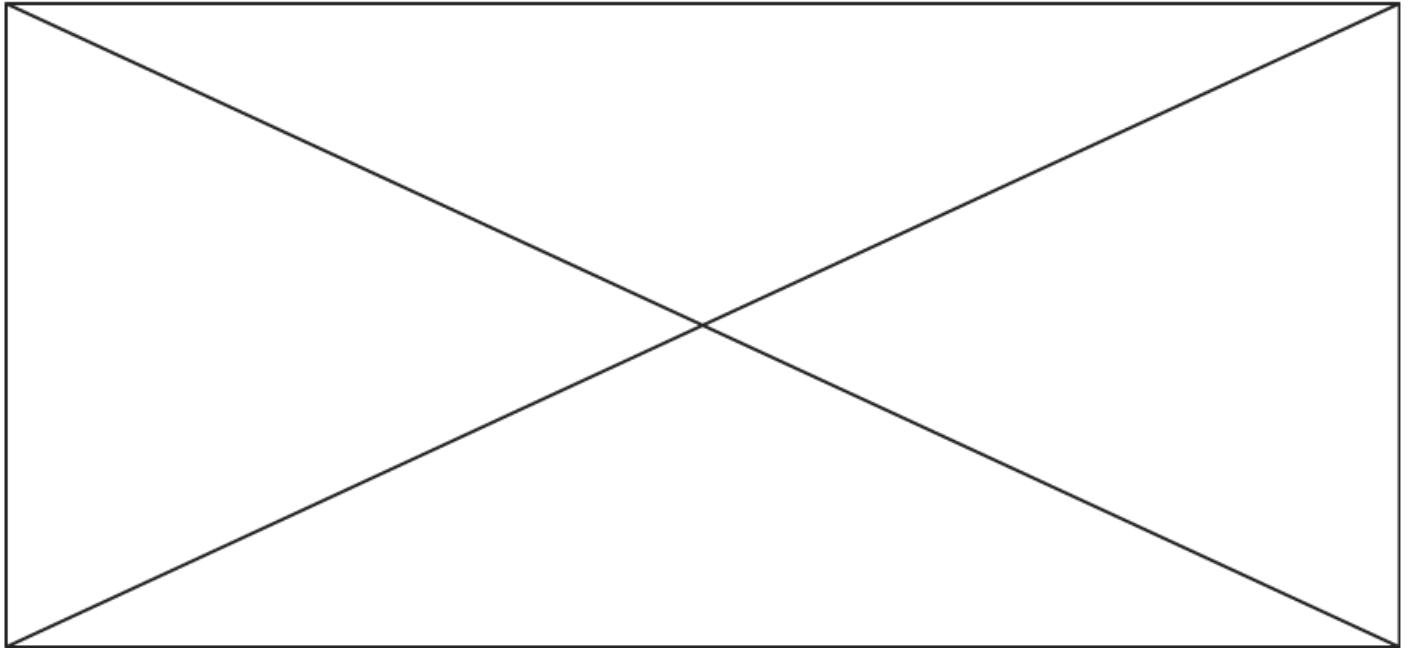
Any additiona comments on the type of project you're looking for.



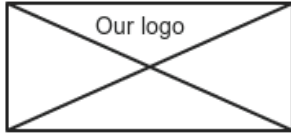


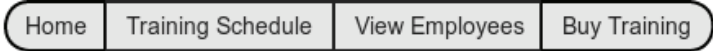
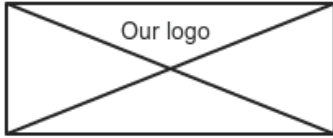
[Go back](#)

Get Started



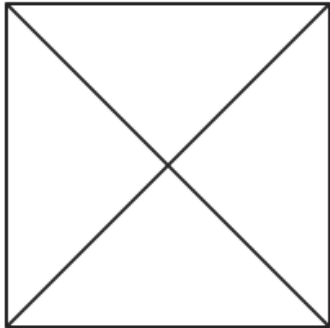
Site Wireframe Final Draft (LOGIN): Ashley & Luke

A rounded rectangular container for a login form. At the top is a rectangular box with a diagonal cross, labeled "Company Logo". Below this are two input fields: the first is labeled "Username/e-mail address" and the second is labeled "Password". Under the input fields is a rounded button labeled "Login". At the bottom of the container is a blue hyperlink labeled "Forgot Password".

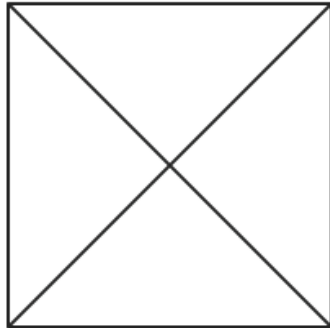


Action Required

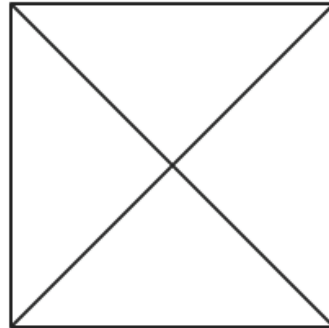
Name Needs Approval
Name Failed Training
Training X has begun
Name Needs Approval
Name Failed Training
Training X has begun
Name Needs Approval
Name Failed Training
Training X has begun
Name Needs Approval
Name Failed Training
Training X has begun



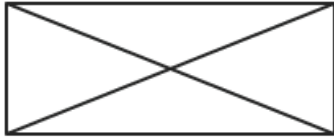
Schedule Training



Manage Employees



Check Employee Progress

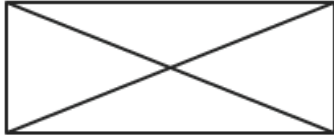


Schedule

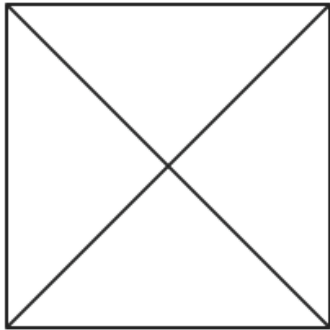
Sexual Harrassment	A basic training course for...
Magic Bunnies	Learn to catch bunnies
Something	Not being witty right now

Trainings

[Schedule](#)
[Active](#)
[Upcoming](#)



Training Name



Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque. In eget sapien sed, sit dui vestibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. In molestie elit dui dictum, praesent nascetur pulvinar sed, in dolor pede in aliquam, risus nec error quis pharetra. Eros metus quam augue suspendisse, metus rutrum risus erat in. In ultrices quo ut lectus, etiam vestibulum urna a est, pretium luctus euismod nisi, pellentesque turpis hac ridiculus massa. Venenatis a taciti dolor platea, curabitur lorem platea urna odio, convallis sit pellentesque lacus proin. Et ipsum velit diam nulla, fringilla vel tincidunt vitae, elit turpis tellus vivamus, dictum adipiscing convallis magna id. Viverra eu amet sit, dignissim tincidunt volutpat nulla tincidunt, feugiat est erat dui tempor, fusce tortor auctor vestibulum. Venenatis praesent risus orci, ante nam volutpat erat. Cursus non mollis ..

Schedule

10/27/2010

Time

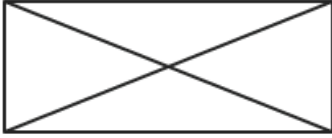
Department

Engineering

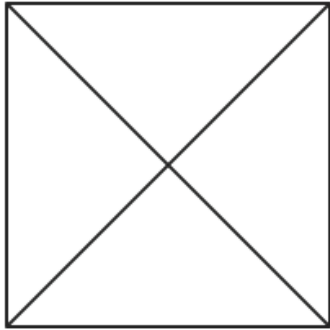
Select All | Unselect All

- Name
- Name
- Name
- Name
- Name
- Name
- Name
- Name
- Name

Schedule



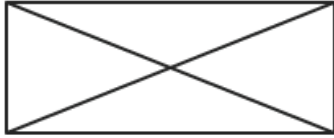
Training Name



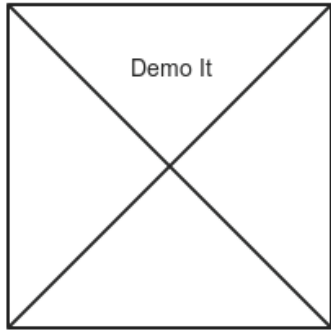
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Scheduled For: March 12-April 1 8pm

[Edit Training](#)

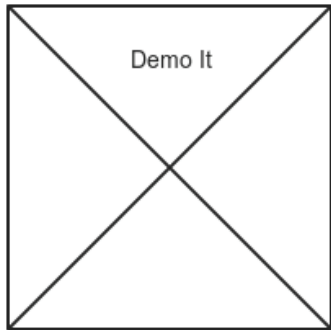


Buy Trainings



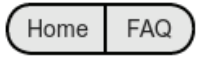
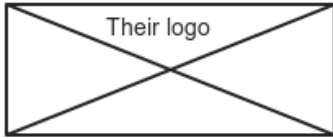
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Buy

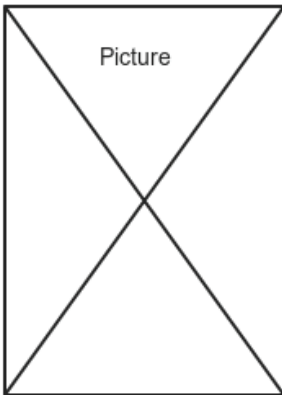


Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque. In eget sapien sed, sit dui vestibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. In molestie elit dui dictum, praesent nascetur pulvinar sed, in dolor pede in aliquam, risus nec error quis

Buy



Employee Name



[Edit Profile](#)

Inprogress

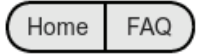
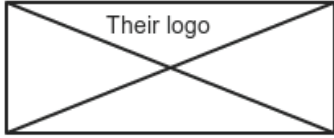
Sexual Harassment	50% complete	RESUME
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Completed

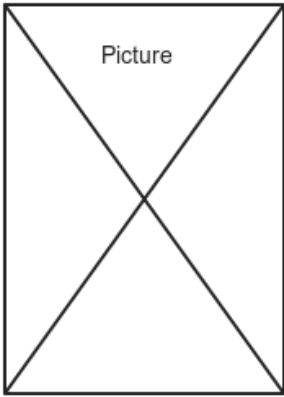
Sexual Harassment	Passed	Print Certificate
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Scheduled

Sexual Harassment	Januray 5th 8am	View Description
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Employee Name



Upload Picture



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Headline text For the following paragraph.

Nulla tempus mauris ut lectus vestibulum eget cursus tortor pellentesque. Sed ligula nibh, convallis sagittis tincidunt ac, bibendum nec urna. Vestibulum pretium, sapien eu sollicitudin posuere, dui sapien malesuada quam, ut laoreet eros urna a erat. Pellentesque at lectus eget mauris congue gravida. Donec eu fermentum sem. Pellentesque ipsum dui, accumsan sit amet tincidunt et, consectetur ac orci. Vivamus eleifend erat vel tellus scelerisque sed dignissim felis blandit. Nulla sollicitudin augue non risus eleifend interdum nec rutrum turpis. Aliquam aliquam malesuada arcu, sed venenatis lacus egestas eu. Curabitur dictum elit vel mi bibendum id congue risus egestas. Vestibulum iaculis iaculis molestie.

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Company Website

Email Address

Comments or questions

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PULP BUSINESS

[Forgot Password](#)

Welcome to Pulp Business, Username.

Schedule

Training	Description
Sexual Harassment	Description Lorem ipsum
Privacy Policy	Description Lorem ipsum
Ethics	Description Lorem ipsum

Trainings

[Schedule](#)
[Active](#)
[Upcoming](#)

Welcome to Pulp Business, Username.

Sexual Harassment



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Scheduled For:

March 12 - April 1 8am

[Edit Training](#)

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Headline text For the following paragraph.

Nulla tempus mauris ut lectus vestibulum eget cursus tortor pellentesque. Sed ligula nibh, convallis sagittis tincidunt ac, bibendum nec urna. Vestibulum pretium, sapien eu sollicitudin posuere, dui sapien malesuada quam, ut laoreet eros urna a erat. Pellentesque at lectus eget mauris congue gravida. Donec eu fermentum sem. Pellentesque ipsum dui, accumsan sit amet tincidunt et, consectetur ac orci. Vivamus eleifend erat vel tellus scelerisque sed dignissim felis blandit. Nulla sollicitudin augue non risus eleifend interdum nec rutrum turpis. Aliquam aliquam malesuada arcu, sed venenatis lacus egestas eu. Curabitur dictum elit vel mi bibendum id congue risus egestas. Vestibulum iaculis iaculis molestie.

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Company Name

Company Website

Email

Comments or questions

Interface Mockup: Ashley





Player 1: This is getting good
Player 2: Yeah
Alert! New Item in Log

She is totally going to stab him!

Send