

MARS

Customizable serious game for your training and internal communications



Mars is a turn-based strategy video game that can be played individually or in teams through matches of different time lengths. The goal is to have participants demonstrate their knowledge on a given topic.



General description:

This video game rockets us to Mars in the year 2030 as the first humans reach the red planet. Students thus become colonists tasked with building a new civilization in which information and knowledge are the keys to their survival.

Mars pairs a strategy game with a system of questions and answers created by the players themselves. Students can answer or reject questions and launch new ones as they attempt to earn points and build their Martian colony. Thanks to its flexibility and adaptability, this game can be used by any company department as a tool for training, communications or sensitization.

Characteristics:

- Fully customizable
- User-friendly and manageable
- Addictive and innovative
- Promoting interaction with other players
- Flexible scheduling
- Based on the concept of collective knowledge building

Available in several languages

Mars is easily translated into any language. Check with your Account Executive to find out how it's done.



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Operation

- Players only need an internet connection to play Mars.
- You can access Mars from the Gamelearn platform or include it as an additional solution in your LMS (Cornerstone, Moodle, SAP Success Factors, etc.)
- User activity can be monitored in real time.

Configurable

Mars lets you customize:

- Game questions.
- The number of sessions in a match.
- How much time and what time frames will be dedicated to each session.
- Whether to have questions at the beginning or if they will all be created by players.
- Whether content will be uploaded into the game.
- Match subjects.

Objectives

By using Mars as a gamification tool to back your training and internal communications, you will be able to:

- Multiply engagement in your training processes and internal communications thanks to the inherent dynamics of a video game.
- Encourage players to consolidate and broaden their knowledge on a topic in a fun and collaborative way.
- Bring together geographically dispersed personnel to participate in the program simultaneously.
- Save in terms of time and costs.
- Shore up your company's digital transformation.
- Have your department transmit "innovation", "technology" and "fun".





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Likely beneficiaries

Mars was designed to secure engagement and acquire and consolidate knowledge in any training process or communication. It can adapt to the demands of different teams in the company:

- **Human Resources:** It is the perfect vehicle for communicating internal policies or corporate values and even supporting and backing additional department engagements such as attracting talent.
- **Compliance:** The game spruces up any statutory training such as occupational risk prevention or data protection.
- **Training and Development:** Simplified interaction and collaboration in any training action.
- **Internal Communications:** Ensured success of any employee-centered communications campaign.
- **Commercial/Sales:** The game brings innovative training horizons for products, processes and technological tools (CRM, management software, etc.)
- **Other departments:** Promoting a deeper understanding of the hottest topics at any given moment.

Content

One of the greatest virtues of Mars as a communication and training tool is that it adapts to virtually any content. There is no preset program, which is decided by the project manager, while the involved players delve into the different topics with their questions, answers and the debates that will eventually arise.

The game manager chooses the reference content, which can be uploaded onto the platform or simply included as links. Questions will then be formed on the basis on this content and constitute the gamification part of the game.

Players can:

- Answer the questions.
- Reject them if they believe that they are not well formulated.
- Create questions, thus contributing to building new knowledge.
- Debate rejected questions to reach concerted answers.

Are you ready for countdown?
3, 2, 1... Ignition!

