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Project Management & Innovation

Changemakers: Creativity and Value Creation– ACCA5033

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Introduction

This report examines the planning and strategic development of the Gamification project a reward and recognition platform created to support employee engagement, development and performance. The project utilises innovation and enterprise approaches to address organisational challenges, employing gamification as a method for measurable behavioural change. With the use of structured project planning, in-depth business analysis and reflection the report details the projects practicality, commercial potential and broader value across industries.

Task 1 - Project Management:

Project Scope

The aim of this project is to implement a gamified framework within the Operations MI Team of Customer Data to improve analyst engagement, promote the development of skills and drive measurable improvements in performance. Key activities include incentivising Jira Ticket completion, documentation, peer reviews and mentorship through a dynamic badge and leaderboard system.

Proposed Solution

- Specific Skills measured by a Badge based system.
- Weekly/Monthly Leaderboards and Challenges to increase engagement.
- Integration of existing ticket management system Jira for tracking and MS Forms for self-reporting.
- Dashboards for visual feedback and progress tracking.

Technology & Resources

The success of the project requires a comprehensive list of resources from technology, data, and support infrastructure. The following resources are an example of the resources required:

Technology:

- Jira Software and Jira Cloud, - Enabling tracking of tasks and performance.
- Microsoft Forms, - Tracking peer reviews and peer feedback.
- Microsoft Teams: Power Apps [1] – integration of this app will create the gamified aesthetic required to motivate analysts.
- BigQuery, Excel, Looker Studio, - Required for the analysis of the results, training platform and for dashboards. These tools provide visual feedback loops that track behaviour and encourage continued participation. [2]
- ILearn (internal training system) and LinkedIn Learning – both are systems which can track the number of hours logged on certain training paths.

Human Resources:

- The pilot group of Analysts – selected randomly from each team to ensure variety.
- Subject matter experts are users who can contribute with their expertise to help define requirements and acceptance requirements for the project. [3] [4]
- IT personnel would be required to integrate the various systems and ensure we are compliant with data flows.
- Team Managers and Seniors will play a critical role in encouraging adoption.

Data Resources:

- Operational data such as access to existing boards on Jira along with Jira Ticket metrics,
- Peer review and feedback logs for badge justification and evidence,
- The Departments promotion rubric for consideration within the training plan and measures for success of the project.

Support Resources:

- Framework documentation is required to ensure consistency and fairness.
- MS Forms will function as a survey tool to capture user feedback before and after implementation.
- Participation agreements will be required due to ethical considerations. [5]

Timeline:

Weeks	Description
1 – 2	Define metrics, award metrics and select pilot team.
3 – 6	Design dashboards and define challenge logic
7	Launch Pilot with selected users.
8 – 20	Monitor participation, collect feedback, adapt following feedback.
21 – 24	Evaluate the pilot through analysis and reflect
25	Report findings to stakeholder

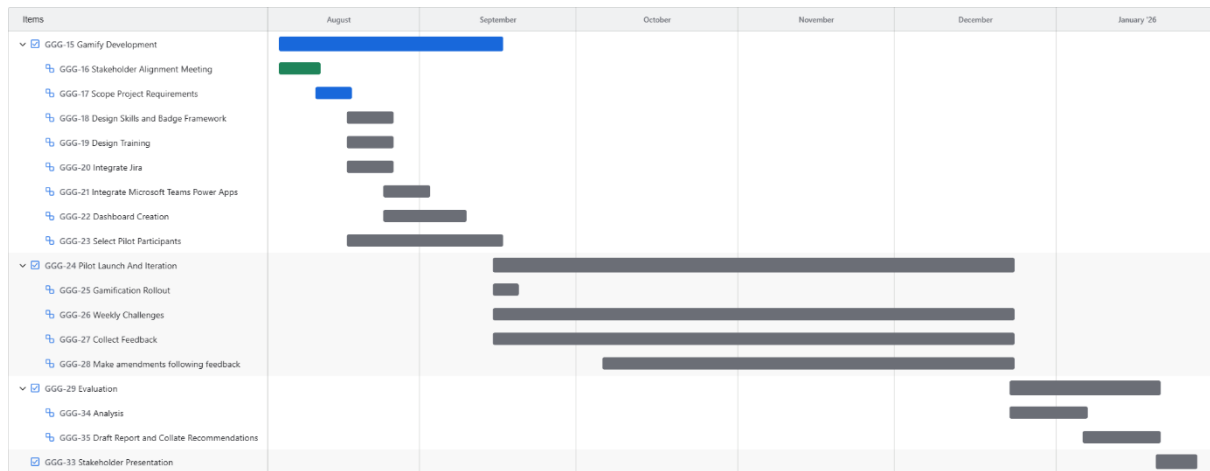


Figure 1 - Gantt Chart with Timeline

Development Method and Constraints.

A Scrum-based Agile [3] approach will be implemented using weekly sprints to deploy new challenges and update badges. Regular retrospectives to highlight scope for improvement and stand-up meetings with stakeholders for accountability and engagement throughout the lifecycle of the project.

Constraints:

- Maintain engagement with pilot users.
- Technical limitations from integrations of Jira and MS Teams.
- Risk of demotivation from gamification
- Data privacy and compliance requirements

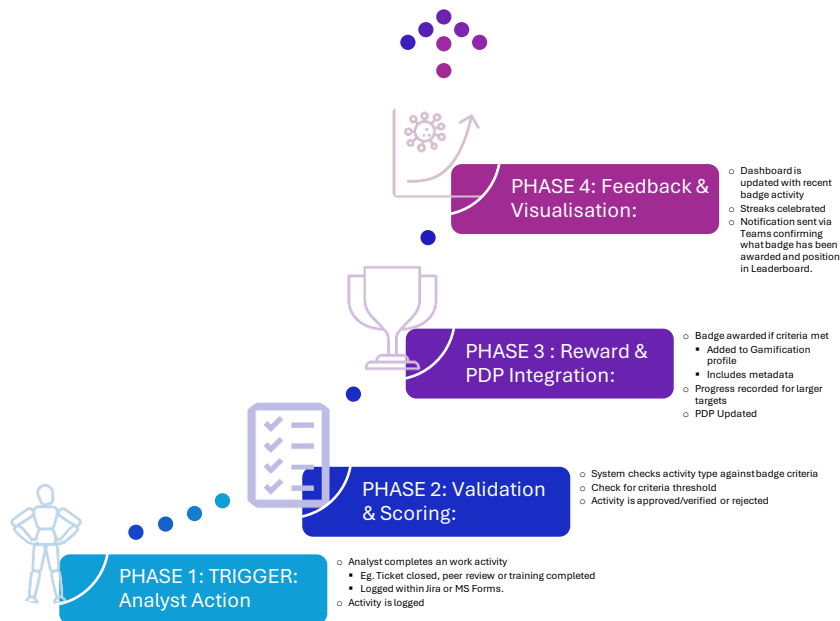


Figure 2 - Workflow Diagram for Ticket Completion through to Gamified Visualisation

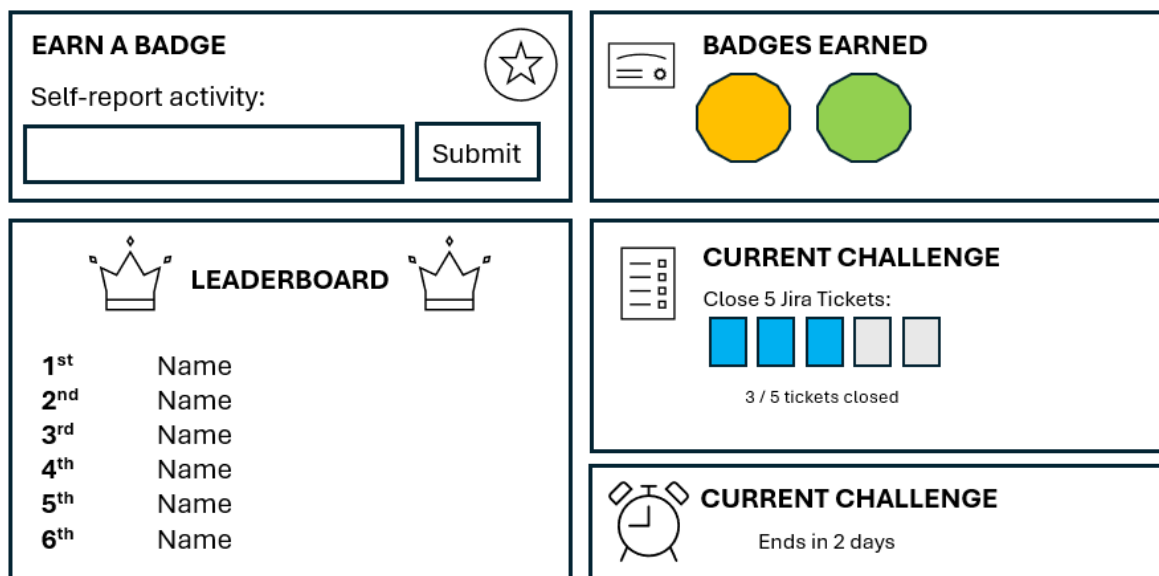


Figure 3 - Wireframe for Gamification Dashboard

Task 2 - Enterprise & Innovation:

PEST & SWOT ANALYSIS

Businesses often use tools such as PEST (Political, Economic, Social, Technological) and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to critically evaluate their internal capabilities and external environment in which they operate. Both these frameworks offer complementary benefits to the technological industry.

PEST enables businesses to forecast impacts from regulatory changes, economic trends, societal changes and technological advancements [6] [7]. SWOT focuses on the internal resources of the business such as innovation capabilities and limitations alongside external prospects and risks [8]. The use of these frameworks guide businesses in proactive decision-making, mitigation of threats and strengthen market adaptability enhancing competitiveness and growth.

Atlassian is a software company that specialises in collaboration tools. Figure 4 shows an example of the PEST analysis which highlights the dynamic environment companies such as Atlassian specialise in. This company operates in over 190 countries; due to this, it must comply with various regulations regarding user consent, data minimisation, and breach notifications. Non-Compliance can incur financial penalties and irreparable damage to the reputation of the company.

POLITICAL • Data Regulations (GDPR, CCPA, Australia's Privacy Act) • Cross Border Trade Risks • Regulatory Risks • Open Source & IP Law	ECONOMIC • SaaS Subscription • Foreign Exchange Volatility • Research and Development • Labour Costs
SOCIAL • Cultural Changes – remote and hybrid work • Ethical Data Use and Transparency • Diversity & Inclusion	TECHNOLOGICAL • AI and Automation Technologies • Cybersecurity • Infrastructure Reliability • API & Ecosystem Integration

Figure 4 - PEST Analysis of Atlassian

STRENGTHS	WEAKNESSES
• Robust product ecosystem with seamless integration • Brand Recognition is strong in Dev and Agile spaces. • Scalable Cloud Infrastructure	• Criticism received for Overwhelming and unintuitive interface. • Ongoing transition to off-premises solutions. • Limited market reach (Only known within Tech and Development teams)
OPPORTUNITIES	THREATS
• Expansion into Non-Technical and Enterprise Operation Teams. • Investment in AI and Automation • Upskilling and Training Solutions	• Rising Competition (Click up, Notion, Airtable) • Cloud Infrastructure Security and Privacy Concerns. • Platform Dependency and Ecosystem Risks.

Figure 5 - SWOT Analysis of Atlassian

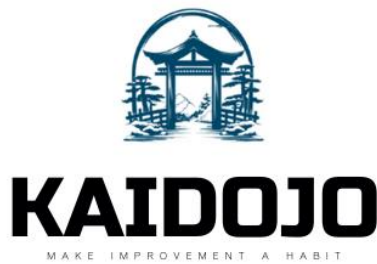
Figure 5 shows an example of the SWOT analysis highlighting the Internal weaknesses of technological companies such as Atlassian. By addressing identified usability concerns and investing in artificial intelligence, the company can drive growth and expand its user base. Nevertheless, it is essential to remain vigilant regarding emerging competitors, legal risks, and shifting customer expectations related to usability and security.

Start-Up Name:

The original project was initially designed as a gamification framework to enhance analyst engagement and development within a fixed business setting; the project has wider commercial potential. The name KaiDojo reflects the core values of the start-up. Drawing inspiration from Japanese culture: Kaizen is a business philosophy of continuous improvement and Dojo which is a place of disciplined learning and mastery.

Start-Up Logo

When considering logo design there is a need for balance between strategic brand alignment and aesthetic appeal. A well-designed logo should communicate the brands core values of growth and nurture. Figure 6 provides three logo designs. The Bonsai Tree logo will be used for this start-up as it stands out as the most future proof for both brand narrative and gamification integration.



This logo uses the Tori Gate as a symbol which is rooted in Japanese tradition. The emotional tone of the logo is confident and disciplined. The logo is highly recognisable, scalable and timeless. Limitations with this logo include the iconography of the Tori Gate is commonly found therefore there is less room for unique growth.



The iconography for this logo is Mount Fuji and a rising sun both images are known symbols of Japan.

The primary message and emotional tone of this logo indicate strength and resilience. The image is bold, simple and easily scalable. The image could be improved with representation of progression by the colour of the sun. This logo is not unique and can be found across various Japanese brands.



This Logo uses a Bonsai Tree representing the brands growth, The coloured ring representing progression and achievements. The emotional tone of this logo is motivational and engaging. The logo is highly unique and visually interactive, it is also adaptable for digital use. Minimal limitations with this design, the ring colours could be adapted for monochrome.

Figure 6 - Logo Designs and commentary.

Business Classification

KaiDojo will operate within the Education and Training Technology sector, focusing on gamified learning platforms designed to boost employee engagement, development, and recognition. The platform will be positioned as a Reward and Recognition technology provider, offering scalable and bespoke solutions for professional growth.

The start-up will be registered as a Private Limited Company [9] [10] within the United Kingdom. This classification provides limited liability protection for shareholders, supports scalability, and is recognised as an attractive structure for both investors and

corporate partners. The business aligns with the following Standard Industrial Classification Codes [11]:

SIC Code	Description
85590	Other education not elsewhere classified (encompassing personal and professional development programmes).
62090	Other information technology service activities (reflecting the software-as-a-service delivery model).
85600	Educational support services.

Business Strategy

Vision: To establish ourselves as the leading provider of gamified recognition solutions that drive measurable improvements in employee skills, engagement, and workplace culture.

Mission: To provide scalable and customisable gamification solutions that empower individuals and teams to pursue knowledge, receive meaningful recognition, and embed continuous improvement as a core element of workplace culture.

Strategic Goals:

- Launch and adoption: Deploy MVP within twelve months and onboard five pilot clients.
- Platform Excellence: Integrate analytics, personalised tracking, and automated recognition tools to boost engagement.
- Market Expansion: Enter corporate training, retail loyalty and education sectors within five years.
- Brand Leadership – Establish KaiDojo as a leader in Kaizen-driven gamification for organisational growth.
- Competitive Advantage: Leverage Modular design and gamified progression to ensure cross-industry adaptability and lasting user value.

Initiatives:

To ensure KaiDojo is successful in its launch and scalability the business must secure sufficient funding. As an Education and Training technology enterprise a blended funding approach (non-dilutive and equity-based sources) is recommended.

Government:

The start up is well aligned with the goals of government innovation schemes such as Innovate UK Knowledge Transfer Partnership (KTP). Which allows UK businesses to

collaborate with universities, research institutions, or Catapult on twelve to thirty-six-month project. The academic partner recruits an associate to embed into the business, funding opportunities include access to a share of up to £9m [12].

Crowdfunding:

Platforms such as Kickstarter allow businesses to raise public funds in exchange for rewards, early access or equity. For KaiDojo, crowdfunding offers dual benefits: validating market demand and generating early capital. A well-crafted campaign can build brand awareness, attract early adopters and drive engagement before launch. Early-stage campaigns can raise between £10,000 and £500,00 depending on marketing and reach [13].

Corporate Partnership and Pilot Programmes:

Forming strategic partnerships with medium-to-large businesses offers a mutually beneficial funding pathway. In exchange for early adoption fees, KaiDojo can offer tailored pilot programmes that integrate directly into corporate training initiatives or employee recognition systems. This model delivers immediate revenue, yields valuable real-world usage data to inform platform optimisation, and generates compelling case studies which enhance business-to-business (B2B) credibility. Pilot contracts typically range from £5,000 to £50,000, depending on the scope of customisation and length of engagement [14].

Task 3 - Project reflection:

Throughout the planning process of this project, key competencies were developed in project scoping, research analysis and creative problem-solving. Through the execution phase of this project, there will be opportunities to advance Agile project management skills, stakeholder engagement, performance evaluation, iterative development and real-time data analysis.

Skills gained from planning and running the KaiDojo project apply to both business and broader society. The advancement of digital workplaces highlights the importance of implementing systems that promote fairness, ensure inclusive recognition and foster ongoing development [15]. Performance tools which are transparent, measurable and motivational foster healthier work cultures which is associated with better mental wellbeing, increased productivity and has been shown to improve employee retention [16] [17]. Leveraging gamification as a behavioural instrument provides opportunities to boost engagement and support advancement of underrepresented and overlooked talent [18]. The skills gained in this project are closely connected to impact driven design with broader aims in ethical technology and social innovation.

There are several risks which require consideration with this concept, such as declining user engagement through time, potential change resistance from leadership and its users and concerns around data ethics. With the adoption of an Agile delivery model and integrating feedback loops the response to the project can be improved. To ensure the platform is successfully integrated it is crucial that its development is guided by the requirements and ongoing input of users. Providing transparent communication of the systems objectives need to be maintained throughout every stage with a clear emphasis that participation in tracking processes is entirely optional upholding ethical standards. Identifying and addressing potential challenges early will secure the effectiveness of the platform and encourage its acceptance across organisational cultures.

Conclusion:

The development of KaiDojo demonstrates how innovative and entrepreneurial thinking can be harnessed to create meaningful and tangible outcomes. By combining user-centred design, gamification elements, and agile project management the project shows potential to support inclusive workplace development and measurable employee growth. Reflection on this journey has deepened practical expertise and broadened perspectives on innovation, highlighting the crucial role of ethical, data informed design in developing forward looking business solutions.

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