Crowdsourcing
and
Gamification

Story of how to make a boring task fun

Situation and Goals

MAGIC – Software for network outlets and starpoints geo-localization

10 years old Java Web Start client

Use modern Web technologies

Integrate with GIS portal

Situation and Goals

SVG plans with custom coordinates system

Situation and Goals

106,579 outlets

651 starpoints

1,242 floors

Situation and Goals

GPS with standard coordinates system

Conversion

CSDBWeb

Search...

- **First line**
- **GIS Outlet Matching**
  - Magic floor matching
  - Match unmatched
  - Magic Plans
- **HelpDesk**
- **ManUTP++**
- **ManUTP++**
- **Tools**
- **Admin**
- **Batch Operations**
- **ManSPIP**
- **ManSPIP**
- **Phone Billing System**
- **Phone Billing System Administration**
- **Cables**
- **Inventory**
- **Inventory (new)**
- **Firewall**
- **Data Export**
- **JMT**
- **MTP++**
- **MTP++**
- **TELECOM**
- **SOAP Perm Admin**
- **Multicast**
- **Outlet Measurement**
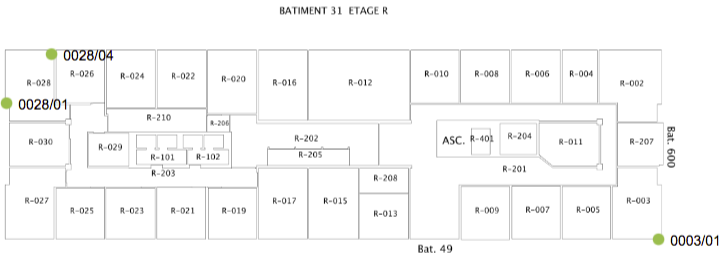- **NetLive**
- **Blocking**
- **Blocking for Netops**

MATCH   Report Problem

Ranking   Manual Matching   Switch to GPS
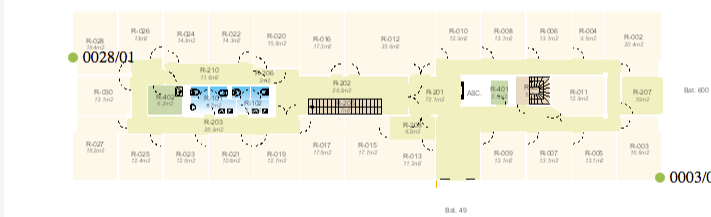
96 / 1242 floors remaining

Building: 31   Floor: R   Building: 31   Floor: R

Zoom In
Zoom Out

BATIMENT 31 ETAGE R

0028/04
0028/01

R-028 R-026 R-024 R-022 R-020 R-016 R-012 R-010 R-008 R-006 R-004 R-002
R-210
R-030 R-029 ASC. R-012 R-204 R-011 R-207 Bat. 600
R-101 R-102 R-202
R-203 R-205 R-201
R-208
R-027 R-025 R-023 R-021 R-019 R-017 R-015 R-013 R-009 R-007 R-005 R-003
Bat. 49   0003/01

0028/01

0003/01

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Contact: csdb-admin@cern.ch | Version: 16.4.0 | Deployed:

Conversion

- First line
- GIS Outlet Matching
  - Magic floor matching
  - Match unmatched
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R-013
Bat. 49   0003/01

0028/04
0028/01
Bat. 49   0003/01

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Conversion

75% of simple floors
~5 min

20% of problematic floors
~20 min

5% of unknown floors
~1 h

13,351 minutes

222 hours

28 days

6 weeks

1 huge boring task !

Crowdsourcing?

" The process of obtaining needed services, ideas, or content by soliciting contributions from a large group of people "

Dictionary

Gamification?

" Gamification is the application of game principles in non-game contexts in attempts to improve user engagement "

Wikipedia

Gamification

Contest with a mystery prize for the winner

Rank	User	Number of Floors
1		234
2		204
3		201
4		139
5		132
6		85
7		69
8		30
9		21
10		19
11		18
12		15
12		15
13		14
14		13
15		12

Crowdsourcing and Gamification

25 people participated

Involved operational teams

Convert floors when needed
or when overtook by someone!

Result

Conclusion

Very effective way to get things done

Make tedious tasks fun

Complete integration with GIS portal
https://gis.cern.ch/gisportal/IT_Equipment.htm (fibres trunks, Wi-Fi & telecom coverage, …)

What's in the letter?

What's in the box?

Secret

We might need your help in the future!