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
Conversion
Conversion

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Time Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>75% of simple floors</td>
<td>~5 min</td>
</tr>
<tr>
<td>20% of problematic floors</td>
<td>~20 min</td>
</tr>
<tr>
<td>5% of unknown floors</td>
<td>~1 h</td>
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</tbody>
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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 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
Crowdsourcing and Gamification

25 people participated

Involved operational teams

Convert floors when needed
or when overtaken 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!