

Report On
A Preview of Digital Ecosystem & Engagement through Gaming in
the Context of Bangladesh, Robi Axiata Ltd

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelors

BRAC Business School
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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

Ms. Tania Akter
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Subject: *Submission of Internship Report.*

Dear Madam,

This is my pleasure to inform that I have completed my internship under the supervision of Mr. Rezwan Arefin in Robi Axiata Ltd. I, hereby, submit my internship report on “*A Preview of Digital Ecosystem & Engagement through Gaming in the Context of Bangladesh, Robi Axiata Ltd*”. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Samiya Tanvie Mahbub
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BRAC Business School
BRAC University
Date: January 8th, 2020

Non-Disclosure Agreement

This page is for Non-Disclosure Agreement between the Company, Robi Axiata Limited and the student, Samiya Tanvie Mahbub.

This agreement is made between Robi Axiata Limited and the undersigned student at BRAC

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Acknowledgement

I would like to begin with thanking Almighty Allah for giving me the courage strength and scope to complete my internship report regardless of all the complications that occurred. Then I want to acknowledge Ms. Tania Akter, my internship supervisor for her guidance, advice and being a constant encouragement during all the difficulties. All of these helped me massively to complete my report properly. Furthermore, I would like to show respect to Mr. Rezwan Arefin, my supervisor in Robi Axiata Limited who relentlessly guided me every day throughout the entire internship period. He took time from his schedule to suggest ideas for topic as well as provided information and shared his experiences which facilitated me to write the report. Lastly, I would like to show regard to all the employees of the Digital Service Department of Robi Axiata Limited, especially my team who made the journey joyful and rewarding.

Executive Summary

Robi Axiata Limited, one of the leading telecommunication organizations in Bangladesh has always been willing to provide the best services to its customer's. With the expanding advancements in technologies the organization has been transforming itself into a digital one to present the finest digital services, corresponding to rest of the organizations around the world. The report elucidated on the digital ecosystem in compliance with the digital services provided by the company. In addition to that, the report concentrated on their first quiz gaming service, WiNiT; it emphasizes on the acceptance of the service based on users' demography as well as its impact on them and their satisfaction towards the quiz gaming service. In the midst of the growing competition everywhere, it is essential for company to understand its users' desires, needs and preferences and the report is hoped to facilitate the organization to comprehend and perform accordingly.

Keywords: SDGs; ecosystem; WiNiT; knowledge

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary	vi
Table of Contents	vii
List of Tables	ix
List of Figures.....	x
List of Acronyms	xi
Chapter 1: Introduction	1
1.1 Background	1
1.2 Objectives	1
1.3 Methodology	2
1.3 Scope.....	2
1.4 Limitations	3
Chapter 2: Telecom Industry.....	4
Chapter 3: Company Overview	8
3.1 The Foundation of Robi Axiata Limited.....	8
3.2 Company Profile	11

3.4 Organizational Organogram.....	13
3.5 Vision, Strategies, Values & Principles	13
3.6 Contribution to Sustainable Development Goals (SDGs)	15
3.7 CR (Corporate Responsibility)	16
3.8 Divisions	20
3.9 Services	20
3.10 Digital Services	22
Chapter 4: Digital Ecosystem	24
4.1 Digital Services in Compliance With the Digital Ecosystem	24
Chapter 5: Engagement through Gaming	28
5.1 My Responsibilities & Contributions	29
5.2 Analysis on Survey Response	34
5.3 Awareness & Engagement	38
5.4 Impact & Satisfaction	41
Chapter 6: Conclusion & Recommendation.....	47
6.1 Conclusion	47
6.2 Recommendation	47
References.....	49
Appendix.....	50

List of Tables

Table 1 Journey of Bangladesh Telecommunication Industry	7
Table 2 Company Profile of Robi Axiata Ltd.....	11
Table 3 Brand Elements of Robi Axiata Ltd	12
Table 4 Robi Axiata Ltd.'s Contribution to the SDGs.....	16
Table 5 Digital Services by Robi Axiata Ltd.....	24

List of Figures

Figure 1 Market Share of Telecom Industry in Bangladesh	5
Figure 2 Ownership Arrangement of Robi Axiata Ltd	9
Figure 3 Robi Axiata Limited Organogram.....	13
Figure 4 Robi Triple Core Strategy	14
Figure 5 Robi Axiata Ltd.’s Guiding Principles	15
Figure 6 Robi Axiata Ltd.’s Projects	17
Figure 7 WiNiT ’s Reward Disbursement Process.....	30
Figure 8 Push Notifications on the Context of Traffic Jam.....	33
Figure 9 Push Notification on the context of Winter.....	34
Figure 10 Push Notifications Generation Process	34
Figure 11 Gender Ratios of Players of WiNiT	35
Figure 12 Age Range of Players of WiNiT	36
Figure 13 Divisional Distributions of Players of WiNiT	37
Figure 14 Educational Levels of Players of WiNiT	38
Figure 15 Survey Responses on Online Gamer Count	39
Figure 16 Potential Players of WiNiT	39
Figure 17 Member- Nonmember Ratios in WiNiT Quiz Community	40
Figure 18 Survey Response on WiNiT ’s Cognitive Feature.....	42
Figure 19 Survey Response on WiNiT ’s Educative Competency.....	43
Figure 20 Survey Response of Opinion on Intelligence & Perspicacity	44
Figure 21 Survey Response on WiNiT ’s Motivation Aptitude.....	45

List of Acronyms

Ltd	Limited
BTTB	Bangladesh Telegraph and Telephone Broad
GSM	Global System for Mobile
VAS	Value Added Service
EDGE	Enhanced Data Rate
GPRS	General Packet Radio Service
UI-EP	Exceptional Performance and Uncompromising Integrity
GPS	Global Positioning System
APIs	Application Program Interface
BTRC	Bangladesh Telecommunication Regulatory Commission
DTH	Direct to Home
LTE	Long Term Evaluation
UTMS	Universal Mobile Telecommunication System
HSDPA	High Speed Downlink Packet Access
HSUPA	High Speed Uplink Packet Access
HSPA	High Speed Packet Access
HSPA+	Evolved High Speed Packet Access
FDD-LTE	Frequency Division Duplex long term evaluation

SDGs	Sustainable Developmental Goals
OpCos	Operating Companies

Chapter 1: Introduction

1.1 Background

Telecommunication industry is evolving every day in this era of modernization with the advancements in technologies; this modernization has become a cherry on top for the organizations of the telecommunication industry. The inventive changes are leading the multinational companies to work in synchronization among their organizations across counties. In addition, these developments triggered the gamers all over the world to turn more toward online gaming; offering these organizations with a completely new segment centered on gaming. I have completed my internship from Robi Axiata limited under the digital service division for three months. I worked on the one of the digital venture products, WiNiT; under the supervision of Rezwan Arefin. This internship opportunity facilitated me to practically apply the knowledge and ingenuity that I attained throughout my academic life. Moreover, it helped me to be familiar with the corporate world and brush up my skills by acquiring experiences. At the end of the internship I am supposed to write a report on the organization assigned by my respective supervisor as part of BUS400 course requisite.

1.2 Objectives

General Objective

The general objective is to fulfill the graduation requirement as per BRAC Business School policy; under the supervision of a faculty and to gather knowledge regarding the digital services that are provided by the organization, Robi Axiata Limited; along with their products.

Specific Objectives

1. Identify and define digital service products by Robi Axiata Limited

2. Elaborate the collaboration of digital ecosystem with digital service products of the company.
3. Analyze the role of WiNiT in Robi Axiata Limited
4. Emphasize on the impact of WiNiT

1.3 Methodology

In order to make the report with proper information, I have acquired data using both primary and secondary sources.

Primary Sources

- Practical deskwork
- Personal observations and experiences
- Meetings I attended during my internship period in Robi Axiata Ltd.
- Survey on WiNiT via Google forms

Secondary Sources

- Information provided by my supervisor
- Official Robi Axiata Limited website
- Other websites, articles, reports and other sources

1.3 Scope

The report is designed to elaborate how the company, Robi Axiata Limited has been successful to integrate digital ecosystem in their digital services. Moreover, it will give a clear idea of the purpose and performance of WiNiT. Additionally it will abet the company to understand target audiences' response and acceptance towards the quiz gaming application.

1.4 Limitations

The report has its limitations to some extent due to several reasons. The quiz gaming service launched just a few months back, lead to availability of lesser information. Being a new service I was able to collect smaller responses to conduct the analysis. Furthermore, there was confidential information which could not be disclosed.

Chapter 2: Telecom Industry

The first sprouting telecom service was the Telegraph Act of 1885 after the inadequate introduction to telecom, during the era of British India. The 1979 Bangladesh Telegraph and Telephone Board Ordinance created the statutory body which stated that “for the purpose of efficient management, operation and development of telegraphs and telephones in Bangladesh”. The telecom sector of Bangladesh progressed forward on its way to liberation when it issued license to a private operator, Sheba Telecom (Pvt) Ltd, wireless cellular services to operate cellular services in the rural areas and to compete with the Bangladesh Telegraph and Telephone Board (BTTB), the former monopoly provider of telecommunications services. Significant changes occurred along the way in the late 1990 and the initiatives both from government and public sector were the expeditors that facilitated to grow this sector. Such flourishing expansion of technology and service strictures resulted in the formation of Bangladesh Telecommunication Regulatory Commission (BTRC) based on Bangladesh Telecommunication Act of 2001. Following the amendment of the Bangladesh Telecommunication Regulatory Act 2001, the circulation of any telecommunications license would necessitate government authorization first. Such consent will also be obligatory to transfer proprietorship of any license to cancel at the same time. Originally, BTRC used to assess different tariffs, call charges and other fees, now in those cases that require prior government approval and the government is supposed to give decision within 60 days.

Communication is the key to success in this era of modernization and with Bangladesh moving toward the aim to become Digital, the telecom industry is making various commendable progressions. Bangladesh currently has six mobile operators and those are,

- Grameenphone (Telenor and Grameen Telecom Corporation)

- Robi Axiata Limited (Bharti Airtel Limited and NTT DoCoMo Inc)
- Banglalink (Global Telecom Holding)
- Airtel (Bharti Airtel & Warid Telecom International)
- Teletalk (BTCL)
- Citycell (Singtel, Pacific Group and Far East Telecom)

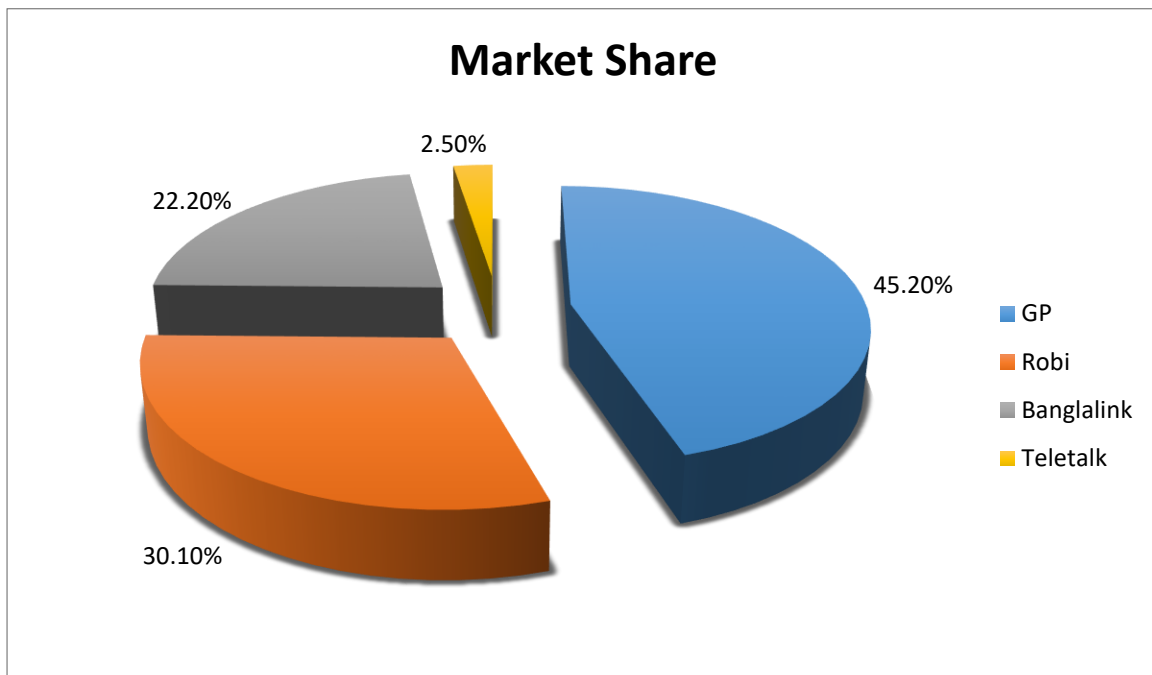


Figure 1 Market Share of Telecom Industry in Bangladesh

Landmarks in the history of Telecom Industry in Bangladesh

1853	Telegraph branch under Posts and Telegraph Department, British India.
1971	Reconstructed as Bangladesh Telegraph and Telephone Department under Ministry of Posts and Telecommunications.
1989	Sheba Telecom got license to operate exchange in 199 upazilla.
1989	Cellular mobile phone company Pacific Bangladesh Telephone Limited and Bangladesh Telecom got license.

1996	Govt. awarded 3 GSM licenses to private sector to operate cellular mobile phone network to GP, AKTEL and Sheba Telecom (Banglalink) by November.
1997	Grameenphone, AKTEL and Sheba started their operations.
2001	Bangladesh Telecommunication Act, 2001 enacted to establish Bangladesh Telecommunication Regulatory Commission (BTRC).
2002	BTTB joined SEA-ME-WE-4 Submarine Cable Consortium.
2004	Teletalk cellular mobile launched.
2005	Egypt-based Orascom acquired Sheba Telecom; Sheba rebranded to Banglalink.
2006	SEA-ME-WE 4 Connectivity established.
2007	Warid cellular mobile launched.
2008	e-Filling for her own Satellite (Bangabandhu-1 Satellite) at ITU.
2009	Establish 6 Spectrum Monitoring Station at Dhaka, Rangpur, Bogra, Sylhet, Khulna and Chittagong.
2009	12 x Vehicle Tracking Services license issued.
2010	Bharti Airtel acquired Warid and rebranded as Robi.
2012	3G mobile service introduced by state owned Teletalk in October.
2013	Grameenphone, Airtel, Banglalink and Robi launch 3G networks; 100 million connections

2016	Merger of Robi and Airtel creates number two operator by number of connections, introduction of biometric SIM registration
2017	Subscriber penetration surpasses 50% of the population
2018	Spectrum auction, 4G services launched

Table 1 Journey of Bangladesh Telecommunication Industry

Chapter 3: Company Overview

3.1 The Foundation of Robi Axiata Limited

Robi Axiata Limited is a merged entity made up of Asian telecom giant, Axiata Group Berhad of Malaysia along with Bharti Airtel Limited of India, NTT DoCoMo Inc. of Japan and Airtel Bangladesh Limited. Robi was previously known as AKTEL, a joint venture company between Telecom Malaysia Berhad and A.K. Khan & Co. Limited, which was established in the year 1996, and services launched in 1997 under the brand name AKTEL. In 2008, the Japanese company NTT DoCoMO bought 30 percent stake in AKTEL. To localize the brand, in the year 2010 the company changed the name and rebranded to Robi; as the name conveys a range of meanings that symbolize the emotional and cultural ties of Bangladeshis. In January of 2010, Bharti Airtel acquired a 70 percent stake of that time Bangladesh's fourth major cellular phone operator Warid Telecom. Bharti Airtel Limited derived charge of the company and its board of directors and on 20 December 2010 rebranded the services of the company under its own Airtel brand. The first ever merger in Bangladesh's telecommunication sector eventuated when Robi and Airtel integrated together and the merger became known as Robi Axiata Limited on 16th of November 2016.

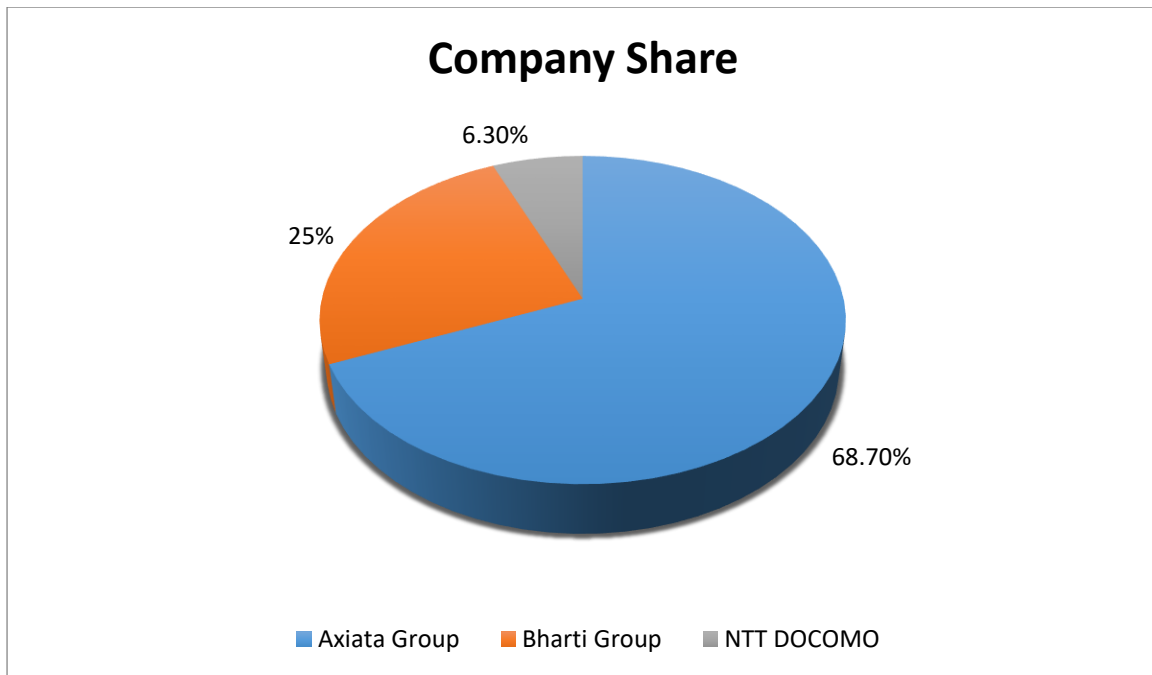


Figure 2 Ownership Arrangement of Robi Axiata Ltd

Axiata Group Berhad

Axiata is one of Asia's leading telecommunications groups that have transformed itself into a Triple Core Strategy driven business concentrating on Digital Telco, Digital Businesses and Infrastructure. With significant strategic stakes in India and Singapore, the company has control interests in mobile operators in Malaysia, Indonesia, Sri Lanka, Bangladesh, and Cambodia. The Malaysian-grown holding company also has an interest in Thailand's wireless telecommunications operations. The company was amalgamated in 1992 and with 120 million versatile supporters listed on the Main Board of Bursa Malaysia Securities Berhad ever since 2008.

Bharti Airtel of India

Bharti Airtel Limited is the world's leading telecommunications company with operations in 18 countries across Asia and Africa. The Indian company headquartered in New Delhi, ranks amongst the top 3 mobile service providers globally in terms of subscribers. Inside India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce,

fixed line services, high speed home broadband, DTH, enterprise services comprising national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had more than 403 million customers across its operations at the end of March 2019.

NTT DOCOMO

Japan's principal mobile operator for two decades, NTT DOCOMO continues to build on its long list of accomplishments. The company offers innovative, convenient and secure mobile services that enable customers to realize smarter lives. The company serves more than 73 million customers in Japan via advanced wireless networks, including a nationwide LTE network and one of the world's most progressive LTE-Advanced networks. As a world-leading developer of 5G networks, the organization aims to deploy the service in the 2020s by leveraging network function virtualization (NFV) and other technologies.

Robi is one of the most people friendly brands in Bangladesh, providing service at every corner of the country in the utmost approachable manner possible. The organization acknowledges the fact that the nation can only be unleashed if the needs of the people are duly addressed through the products and services it introduces. With 46.9 million active subscribers, it is the second largest mobile operator in Bangladesh. It delivers the country's widest network coverage, covering 99% of the population 10,614 2G and 5,192 3.5G sites. Robi is the first operator to introduce GPRS and 3.5G services in Bangladesh. It is the first mobile operator to introduce 4.5G coverage throughout the country's 64 districts. In fact, this groundbreaking milestone was achieved on the first day of the commercial launch of the service by Robi on 20 February 2018. By the end of 2018, Robi created the largest 4.5G network of the country with nearly 7,400 sites covering 99 per cent of the thanas of the country.

3.2 Company Profile

The company profile briefly stated in the following table,

Type	Subsidiary
Industry	Telecommunication
Predecessor	Telekom Malaysia International Bangladesh Airtel Bangladesh Limited (2016)
Founded	1997
Headquarters	Robi Corporate Office, 53 Gulshan South Avenue, Gulshan-1, Dhaka, Bangladesh
Area served	Bangladesh
Key people	Mahtab Uddin Ahmed, (MD & CEO)
Products	Mobile Telephony, EDGE, GSM, GPRS, UMTS, HSDPA, HSUPA, HSPA, HSPA+, FDD-LTE, LTE-A
Revenue	₳ 52.68 billion (2016)
Members	47.34 million (March 2019)

Table 2 Company Profile of Robi Axiata Ltd

3.3 Brand Elements

Name	Description	Elements




Logo	The new logo is called the heart of the new brand. It is the icon for balance, movement and change.	
Slogan	<p style="text-align: center;">Ignite the Power Within জ্বলে উঠুন আপন শক্তিতে</p>	
Alpona	Alpona is a form of Bengali Art; this is a very creative graphic alpona that represents the brand, Robi.	
Operator Number	Begins with 018	

Table 3 Brand Elements of Robi Axiata Ltd

3.4 Organizational Organogram



Figure 3 Robi Axiata Limited Organogram

3.5 Vision, Strategies, Values & Principles

Vision

Robi Axiata's vision as quoted is, 'Enabling digital life for a better future.'

Strategy

Robi is blooming with their "Triple Core Strategy" which encircles strategic pillars with strong and growing product-led portfolio to propel growth. The strategies to become next generation digital company are as follows,

- Transform Cores
- New Core
- Digital Portfolios

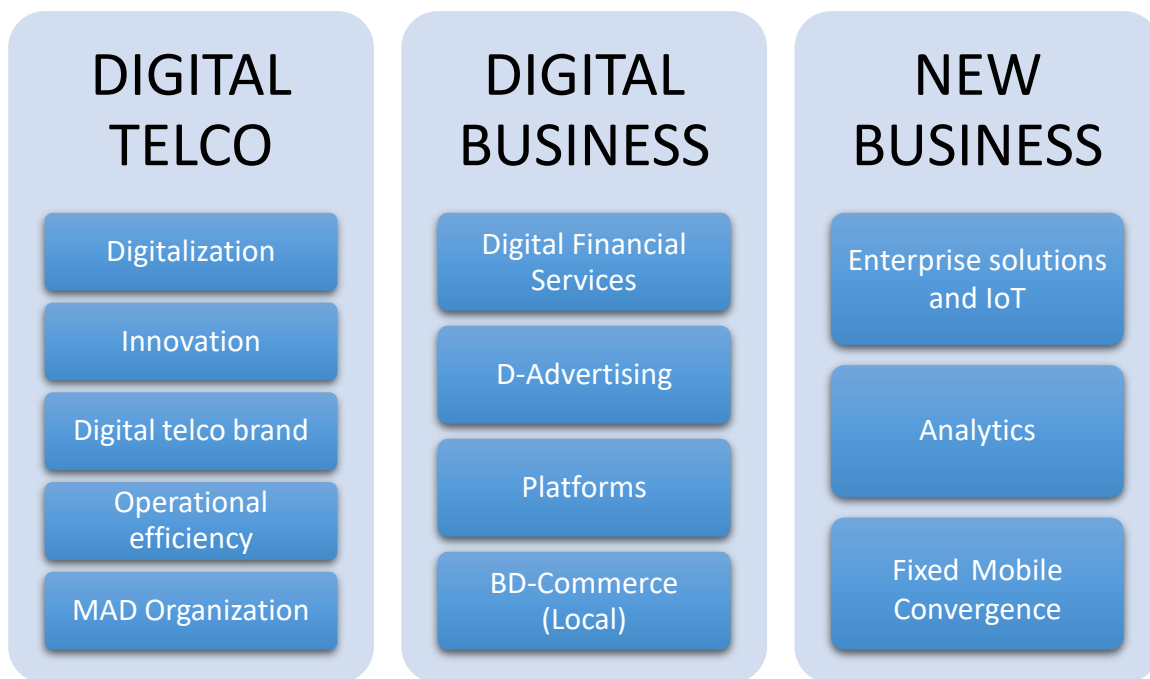


Figure 4 Robi Triple Core Strategy

Core Values

Robi believes in putting customer at the center and to work with a well-founded commitment of Exceptional Performance and Uncompromising Integrity (UI-EP) to ensure creation of value.

Principles

Keeping pace with the country's growing digital landscape, Robi aspires to become a pioneer in delivering customer-centric information and digital services with their four Guiding Principles serving as a light beacon to pave the way and those are as follows,

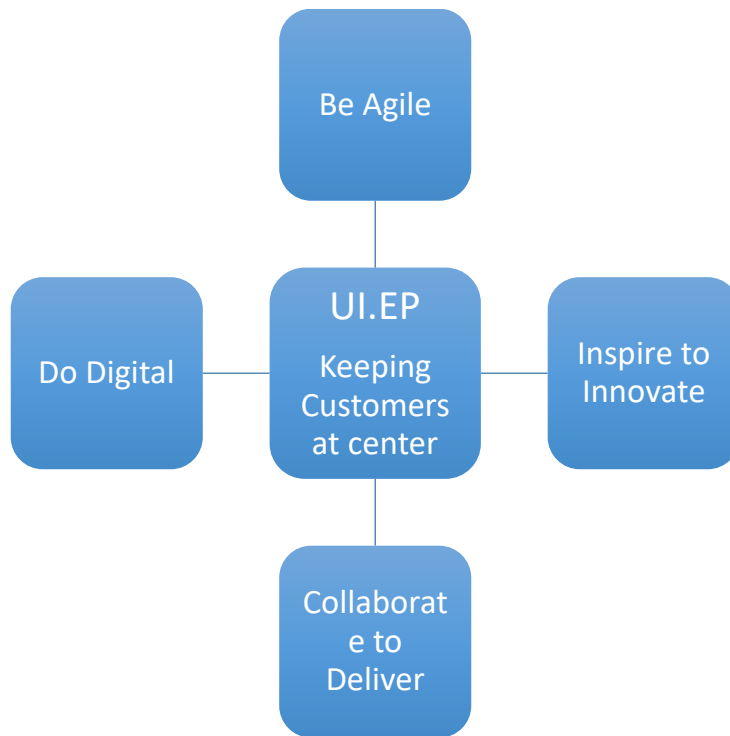


Figure 5 Robi Axiata Ltd.'s Guiding Principles

3.6 Contribution to Sustainable Development Goals (SDGs)

This telecom operator, Robi Axiata Limited, being a responsible corporate entity as well as considering its business profile identified six SDGs to contribute. The SDGs that Robi can serve the best are as follows,

<p>Everyone to have access to inclusive, equitable quality education.</p>	
<p>Gender equality is a human right, and is vital for a peaceful, prosperous world.</p>	


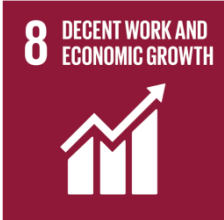


<p>Clean water protects people from disease, yet three in 10 people lack access to it.</p>	
<p>The aim is for sustainable economic growth and decent employment for all.</p>	
<p>This involves building resilient infrastructure and fostering innovation.</p>	
<p>If all countries are to achieve the goals, international cooperation is vital.</p>	

Table 4 Robi Axiata Ltd.'s Contribution to the SDGs

3.7 CR (Corporate Responsibility)

The telecom operator has a number of proposed as well as ongoing projects as part of their corporate responsibilities.

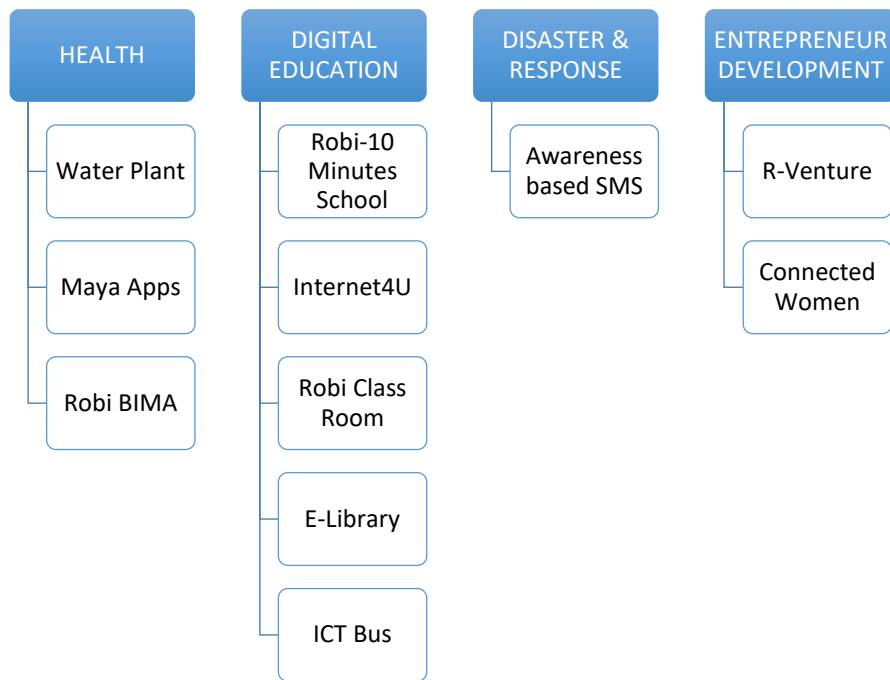


Figure 6 Robi Axiata Ltd.'s Projects

- **Robi 10 Minute School**

This corporate responsibility by Robi is the leading online education platform in Bangladesh successfully reducing the digital disproportion in the country's education sector. It has started its journey in 2015 with goals to overcome the geographical, economic and information related barriers in order to deliver effective education and content for all the youth in the country.

- **Internet4u**

In order to raise awareness on the appropriate use of internet among youth, Robi Axiata Ltd has introduced Internet4u in partnership with the British Council. The motto of this program is to aware the youths from schools, colleges and universities of the country about the dangers leading to the unwise use of internet. Sessions are held to appraise about the cyber-rights and focus on the potentials of using internet, to improve the lives of the young generation.

- **Water Plant**

This project has been initiated to provide pure drinking water in the major railway stations by Robi, in association with Bangladesh Railway and WaterAid. Robi's water project is carried out with the aim of contributing towards achieving the targets of SDG 6, *"Ensure availability and sustainable management of water and sanitation for all"*, under the slogan - "Nirapod Pani, Shustho Jibon".

- Each water plant allots 5,000 liters of pure and safe drinking water every hour
- Separate corners for males and females
- Ramps to ensure easy access to the plants for the specially-abled people
- Separate corners for ablution

As part of the initiative, they have already established water plants in Kamalapur, Dhaka Airport, Chattogram, Sylhet, Khulna, Rajshahi, Mymensing, Mohanganj, Feni and Cumilla.

- **Buses for ICT Education**

ICT Division of the Ministry of Posts & Telecommunications and Information Technology (MoPT&IT), Robi Axiata Limited and Huawei Technologies are conjointly operating on the "Digital Buses" project aspired to offer ICT training to women from corner to corner of Bangladesh. Six buses abundantly furnished with modern ICT training amenities have been set up to communicate basic ICT training to 240,000 women, under the 3 year *"Digital Training Bus project for Sustainable Women Development through ICT"*.

- **Robi Internet Corner**

Robi has inaugurated Internet Corners at the divisional libraries in Dhaka, Khulna, Sylhet, Chattogram, Rajshahi, Barisal, and Rangpur in collaboration with the Department of Public Library. The purpose of Internet Corners at these public libraries is to endow free access to internet and thereby assisting to create a knowledge based society. The telecom operator has also provided three computers to each of these libraries for this purpose.

- **r-ventures**

The r-venture program by Robi Axiata Ltd launched with the resolution to create, support, promote, and encourage the growth of digital start-ups in the country. The first edition of the program was organized with Robi employees only and five ideas have been channeled for a year which collected highly positive feedback from the market. Robi embarked r- ventures 2.0, the second edition which allowed everyone in Bangladesh with a viable digital business idea to secure funding of 84 lakhs taka from Robi. The grand finale arranged on 24th of December acknowledged eight winners and they are Uparjon, Daktar Bondhu, Cookants, Aalo, Velvetbox, Edumate (e-Ishkul), Khamar e and Sigmind.

- **e-library**

e-library is established at the Business Studies department, University of Dhaka (DU) by the telecom operator Robi Axiata Ltd. It provides free access to e-books, scientific journals and research papers through this e-library additionally, splendidly contributes towards raising the standard of education in the university.

3.8 Divisions

The telecom operator, Robi Axiata Limited comprises of 10 key divisions and those are as follows,

1. Corporate Strategy
2. People & Corporate
3. Digital Services
4. Market Operations
5. Technology
6. Finance
7. Internal Audit
8. Infrastructure
9. Enterprise Program & Management
10. Ethics Office

3.9 Services

The organization offers varying range of products and services with the purpose to meet the needs of people all over the country in the best promising manner.

Internet

In the wake of verifying business sector initiative in 4.5G system with 7,300 locals everywhere throughout the nation, Robi has now altogether improved its 3.5G indoor inclusion, speed and availability. Robi is the main administrator in the nation that has overhauled 4,300 3.5G destinations up to significantly increase bearer from regular two

transporter innovation in first stage. Following the way of its constant improvement activity, the biggest 4.5G system supplier in the nation (7,300 4.5G locales in 538 out of 544 thanas) is utilizing 900 MHz range for both 4.5G and 3.5G which is a lot more grounded and increasingly powerful for information inclusion. Robi is giving the opportunity to their clients to use internet at their convenience in various packages starting from volume packs to social streaming packs etc.

Prepaid

Robi is offering versatile bundles of prepaid offers like, Goti 36, Shorol 39, Noor Pack, and Prepaid New Connection. Each of these packages provides supreme opportunity and perfectly serves the needs of specific segments of the customers. This clearly demonstrates their emphasis on customer-driven value creation.

Postpaid

Robi also has different postpaid offers for their varied customer groups. These offer come in bundles and carries different offers within each.

Vas (Value Added Services)

Multiple value added services are provided by Robi; those are as follows,

1. Entertainment
2. Islamic Services
3. Calling & Mobile Management
4. Social & Chat
5. Music
6. Finance & Career

7. Information Services

8. Robi News Services

9. Multimedia

10. Loyalty Program

11. Health

Roaming


The telecommunication service provider supports several roaming offers across 100 destinations at best rate and data plans. For the moment they have 18 different bundles to enjoy in accordance to their necessity and comfort that are moreover available on any network.

Dhonnobad

This program is designed to provide rewards to ‘ধন্যবাদ’ customers; those who use the service for certain volume of time and spends a fixed sum of change. The rewards are distributed based on the category a customer; Platinum Ace, Platinum, Diamond, Gold and Bronze.

3.10 Digital Services

Robi provides varying types of services on the digital platform and those are as follows,

Name	Logo
Robishop	

Bdapps	
Robi Tracker	
Mife	
Robicash	
Recharge Plus	
DigiRed	
AdReach	
Bdtickets	
WiNiT	

Chapter 4: Digital Ecosystem

The corporate partners are beginning to work together in order to create interconnected offerings that are proved to be more valuable than a single company's isolated product or service. Digital ecosystems are made up of suppliers, customers, trading partners, applications, third-party data service providers and all respective technologies. These digital ecosystems are mostly orchestrated by market share leaders in order to provide a compact service. This new dimension in the digital platform is quickly reshaping a wide array of industries, such as consumer products, health care, and automotive. The key to the Digital Ecosystem's success is interoperability; the collaboration within the partners.

4.1 Digital Services in Compliance With the Digital Ecosystem

The telecom operator's digital services are mostly part of this ecosystem and providing perfectly structured products and services to the target customers.

Robishop

It is an online store of computerized products by one of country's leading telecom operators Robi Axiata Limited and a proud member of eCAB (eCommerce Association of Bangladesh). This platform concedes customers to unfold and experience the best of every product, brand and special offers from a wide assortment of categories ranging from electronics to household appliances, latest phones, computers, laptops, accessories and many more.

Bdapps

Bdapps is the biggest versatile application platform that serves both, Robi endorsers and the young application engineers of the country. The tech-enthusiastic young software developers

have made various creative applications using the Telco APIs available on the platform; the revenue sharing model used on the platform allows designers to look for business enterprise apart from showcasing their imagination. The BDApps Pro supports endpoints for SMS, USSD sessions, subscriptions, and micro-payments.

Robi Tracker

Robi provides IoT centered Vehicle Tracking Solution with an aim to turn customers' vehicle into a smart vehicle. Robi Tracker uses GPS technology to get a comprehensive reading of the vehicle location which is then plotted and pinpointed on Google Maps. Finally, the transportation can then be chased through the Robi Tracker Web Portal, Mobile App or SMS. This service is the best solution for its clients to ward off vehicle burglary occurrences.

Mife

MIFE, Mobile Internet Fulfillment Exchange is Robi Axiata Limited's own Application Program Interface (API) platform for all of its Operating Companies (OpCos) across Asia. The computerized network is designed to create administrations using direct administrator billing, messaging, location, date facilitating Axiata's Operating Companies completely leverage emerging digital prospects as part of its overall digital strategy. The service ensures hassle free coordination process, faster engagement and partnerships as well as opened a new mode of doing business in the digital universe for the business visionaries.

RobiCash

RobiCash is an electronic platform that enables customers to perform a extensive range of payment transactions (utility bill, train ticketing, Robi airtime purchase etc.) using only their mobile phone anytime, anywhere. In order to pursue the transactions, customers can refill via RobiCash m-wallet or with assistance from RobiCash Point or from the online platform. The services catered by RobiCash are as follows,

- Train Ticketing Service
- Utility Bill Payment Services (Electricity, Gas and Water)
- Easy Load Purchase
- Smart Metering
- Pre-paid Metering

Recharge Plus

Recharge Plus was driven as an optional digital platform to encourage recharge of airtime and buy of data products. The Recharge Plus platform gives users the choice to effectively top up their portable mobile balance utilizing on the web recharge, app and m-wallet recharge.

DigiRed

DigiRed is the first historically assisted e-commerce platform of Bangladesh that empowers the provincial retailers to change into being the assisted touch purposes of internet business to serve their clients digitally. This platform altogether extends the space of e-commerce advertise in Bangladesh by bringing the individuals living even at the profound country, thana level under its administration coverage. Through DigiRed, they are focusing on the rural and profound rural markets to give wide scope of items and top tier administrations for our rural clients.

AdReach

The purpose of AdReach is to assist businesses to send targeted SMS to Robi-Airtel subscriber as per their target market. The extensive span of periphery of the telecom operator, Robi Axiata Limited guides businesses to discover their target audience. This digital service sifts the audience through four different parameters; Geographical Targeting, Demographic

Targeting, Behavioral Targeting and Psychographic Targeting. All of these ultimately results in efficient and effective application of marketing budget.

Bdtickets

Bdtickets is a exceptional online booking gateway that allows customers to purchase tickets for various bus services, launch services, movies and events across the country. This service is designed to help buy tickets without any hassle or complexity. It aims to provide a comfortable yet budget friendly ticket buying process anytime from anywhere in the country. Tickets can be purchased through the Website and Mobile App and as confirmation, a SMS will be sent to the customer that consists of the reference number alongside other ticket related data. The customers can pay via varying range of services like Bkash, iPay, Visa, DBBL, Upay and so on.

WiNiT

WiNiT is the first ever Quiz Game application, created by Robi Axiata Limited in Bangladesh. This quiz game includes live sessions along with daily and rapid fire challenges.

Chapter 5: Engagement through Gaming

The second largest telecommunication company, Robi Axiata Limited introduced their very own quiz game app, **WiNiT** this year on 15th May. This is the first game made in Bangladesh to arrange live gaming session. Along with the weekly live session, the game has two other different rounds known as Daily Challenge and Rapid Fire rounds. The rapid fire round challenges to score within a fixed time, for the time being its three minute. However, the daily challenge gives players a time limit of 24hours. Winners receive exciting reward for each of the games as per the rules which are subject to change within weeks. The reward is distributed among customers with the collaboration of Bkash which also showcases that the service is a part of the digital ecosystem. Furthermore, the players can submit questions for the quiz as well as report them which make them consider that they are part of **WiNiT** family. The question reporting option made available quite recently in order to give liberty to the players to report the questions they found erroneous. Although, a player can submit as much question as one pleases, one can report maximum three questions within a day to control the exploitation of this feature.

This booming quiz game app, **WiNiT** is operating under the digital service department and rendering revenue following two approaches; Subscription and Advertisement. Firstly, the rapid fire round and lifeline needs to be acquired with the **WiNiT** Currency, gold coins. These gold coins are found in sets and needs to be subscribed. The subscription fees differ depending on different arrangements and are subject to change over period. The second approach is by showing ads during the use of the quiz game application. The process is to show ad and earn revenue from the proprietors of those ads.

Apart from revenue generation, **WiNiT** serves significant purpose that is it engages the players in educative activity and provides knowledge while entertaining. This digital service

indirectly playing a role in the accomplishment to one of the SDG's that Robi acknowledged ascertained to contribute to it. The 4th SDG declared by the UN is access to inclusive and equitable "Quality Education" which marvelously aligns with one of the purposes of **WiNiT**. The quiz questionnaires encompass questions from varying subjects starting from Economics, Geography, Math, National & International Matters, Sports, History, and Current Affairs and so on. As this digital service allows the players to submit questions for the game, this correspondingly drives them to surf in the realm of knowledge and find challenging information that they otherwise would not searched for. The app is available on Play Store and supports old versions of Android like Lollipop resulting in reaching out more people, also making knowledge available in wider expanse.

5.1 My Responsibilities & Contributions

My assignments consisted of multiple operations regarding **WiNiT**. The game being a digital service in this age of digitalization, most of the functions of it are conducted on the digital platform. Thus, my tasks were grounded on the digital platform and imperceptibly divided into two segments, daily and by-weekly. I was accustomed to complete my duties in the following sequence,

- **Reward Disbursement**

The quiz game can be played in three different ways as stated earlier, meaning there can be winners from three different games. It was preordained to download the daily winner lists of the games daily challenge and rapid fire from the server. The live game winner list was to be downloaded on every Sunday as the live session is held on every Friday, although there was exception on special occasions. Once downloaded, I merged the lists together, sorted and corrected the names. After preparing the disbursement sheet, I used to mail it to the finance department for further processing.

Making sure that the reward was timely disseminated; within 48 hours of winning, was also part of the job and one of the utmost priorities.



Figure 7 WiNiT's Reward Disbursement Process

- **Data Analytics**

To keep track of the daily activities regarding **WiNiT**, an excel sheet was created and maintained. This sheet consisted information like daily, weekly and monthly usage, new and total downloads, churn rate and so on. My responsibility was to update the excel sheet on a daily basis, analyze, make report, summarize status quo of the game with charts and sending an email entailing this report to my supervisor. In addition, I used to notify my supervisor contingent upon any sudden change would occur; which abetted to take necessary steps in the meantime and avoid undesirable circumstances in future.

- **Social Media and Community Management**

Considering the game is solely reliant on the digital platform, it administers different Medias to maintain various queries of the customers. **WiNiT** has a Facebook page and group, as well as support mail and play store messaging options. One of the exceptionally essential parts of my daily activities was to communicate solutions to the players' (customers') problems on all the social media platforms. The tasks on Facebook consisted of approving customers' pending posts on Facebook group, pending member requests, maintaining reported posts, giving replies on posts on common conundrums and messages to specific issues and so on. The support mail downpours with different requests starting with the rules of the game to how to play and the process of receiving rewards; my concern was to conveying solutions for each and every difficulties that they faces. Lastly, players submit rating and give their opinions on the app along with asking for assistance; my job was to yield the most convenient reply to them.

- **Submitted & Reported Question Sorting**

Whilst the players submit the questions, all the questions accumulate in one place. The questions are supposed to go through a three step process; sentence structure check, facts and spelling check and I was in charge for completion of this process. What is more, some of the existing questions did not go through this three steps as mentioned. This resulted in appearance of wrong question during the game thus, reported by the players. The reported question then went through the process and reassembled to give a smoother experience to the players and the control of it was given on me.

- **Content & Campaign Planning**

In order to retain and increase engagement of the players, interesting contents are uploaded on Facebook page and group every now and then. The contents varied in types like, videos, gif, quizzes, puzzles and many more. To ensure most engagement on content, I had to understand our target audience by acknowledging their needs, wants, likings and so on, and come up with ideas for the content. The ideas regarding contents were put on PowerPoint slides and mailed to the market communications team. The captions for these contents were also premade by me and set on page and group to upload on designated time, considering it was essential to upload the contents prime time to reach maximum audience.

Moreover, I devised campaigns based on festivities, special days and different themes; such as special live 21st of February, quiz program in different schools and so on.

- **Idea on Game Interface**

The first two weeks of my internship I was assigned to play **WiNiT** just to better comprehend the game and think through what needs to be altered and improved from the perspective of a player (consumer). I also played different quiz games to be familiar with details to increase user activity and transferred them to my supervisor.

- **One-to-one Conversations**

All the functions related to **WiNiT** are presumed to be tracked and as part of it we observed whether the players are actively playing or not. The facts like, how many and which players played only once or who stopped playing was overseen and contacted. Once or twice a month I would indiscriminately pick some numbers and call the players to speculate the reason of not playing **WiNiT**. This resulted in better

identification and interpretation of the players need and wants thoroughly and facilitated to modify the service along the way.

- **SPRINT Meeting**

This meeting is arranged with purpose to check progress on the prearranged game development required by us. This sprint meeting is held with the game developer team to deliver information from us on the updates required at the end of the sprint as well as to comprehend the previously proposed work. Along with my supervisor, I was also responsible to check the new updates developed by them, comment if according to me something did not match with the requirements provided by us, in addition to recommending new updates to give the players more fun and smoother experience.

- **Push Notifications**

Last but then one of most important task during my internship period was the creation of push notifications for the app which is also one of my greatest contributions of the time. These notifications are substantial element of the engagement campaigns of **WiNiT**. I constructed the push notifications of **WiNiT** for the month of October, November and December. These notifications were based on different contexts like rain, winter, heat, traffic jam, boredom, morning, night and so on. In addition, I apportioned suitable date, day and time to send the messages and ensure reach of maximum players.



Figure 8 Push Notifications on the Context of Traffic Jam

The context of this message was traffic jam and it was sent on one of the most jam-packed hour; so that it could reach the people who are bored stuck at traffic.

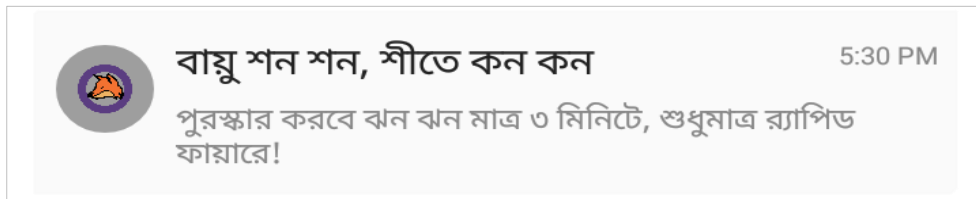


Figure 9 Push Notification on the context of Winter

This poetic message was written on the context of “Winter in Poush”, the 9th month of Bangla year. It was broadcasted on the 21st of December especially, to resemble the trembling cold of winter as well as to encourage the players to play **WiNiT**.

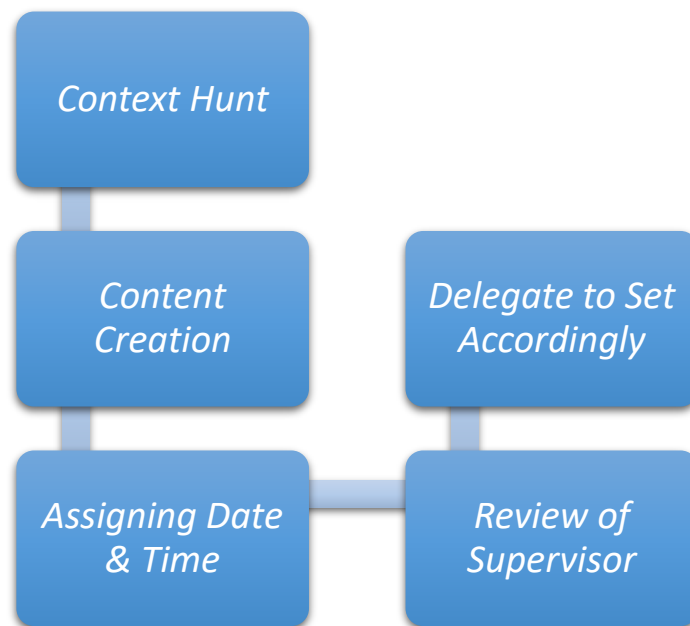


Figure 10 Push Notifications Generation Process

5.2 Analysis on Survey Response

In order to provide a better understanding and analyzing the scenarios regarding the gaming service, I have conducted a survey on **WiNiT** and elaborated the results. The survey successfully collected a total of 107 responses which facilitate to articulate the analysis.

Demography of Players

Conforming to the survey, the first ever quiz game originated in Bangladesh, **WiNiT** has been played by 84 (78.5%) out of the 107 respondents. The analysis is focused on this quiz game thus; the largest part of the discussion will be based on responses from players who played **WiNiT**.

The gender ratio of the quiz game players is almost 60-40; 57.32% of them are male, 42.68% are female. The equilibrium of gender asserts that **WiNiT** is a gender neutral game that magnificently appeals to both male and female.

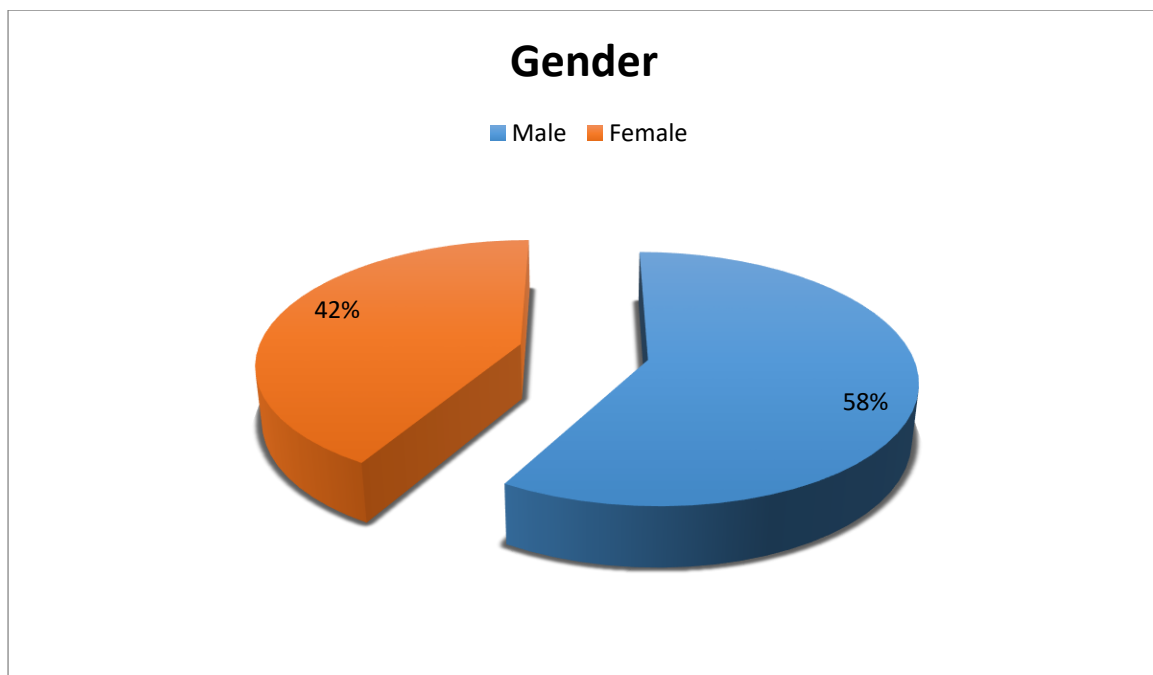


Figure 11 Gender Ratios of Players of WiNiT

WiNiT players belong from varying age range starting with below 15 years of age to above 25 years, whilst majority being above 19 years of age. The variation in age of players postulates the unquestionable acceptance of the quiz game beyond age.

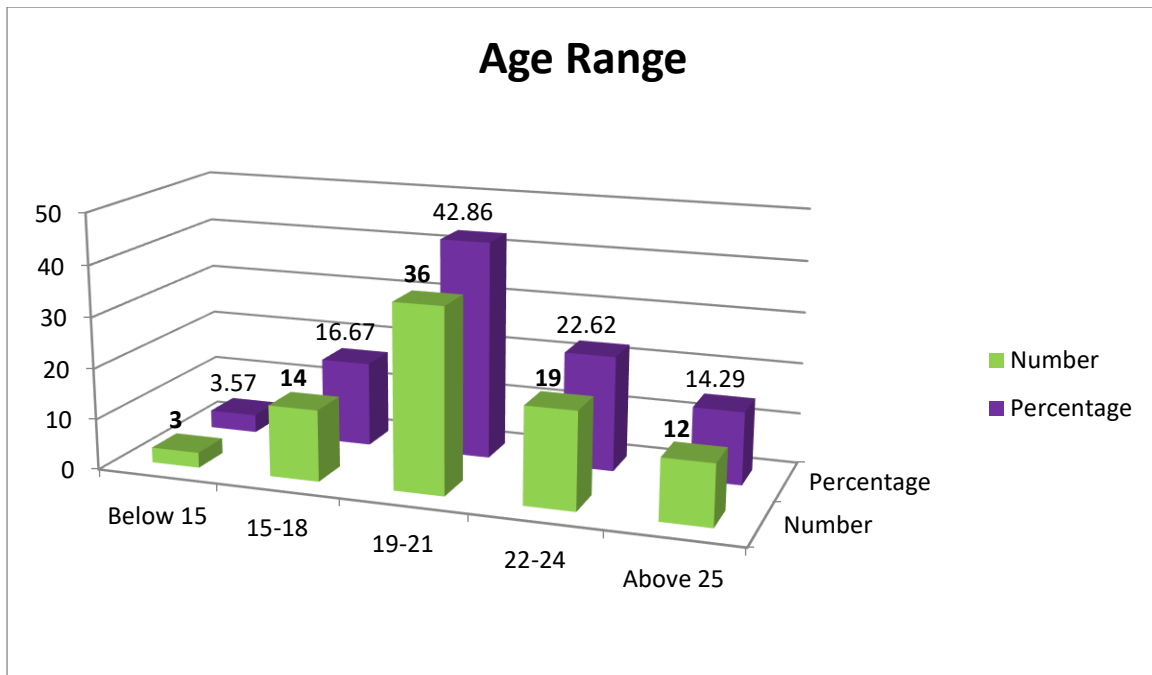


Figure 12 Age Range of Players of WiNiT

One of the most imperative elements to ascertain demography is the geographical location of participants. This quiz game has players from all 8 of the divisions with largest number of players belonging from Dhaka based on the survey results. A good 63% are from Dhaka and Rangpur along with Mymensing has the lowest players with exhibiting 2% of the total response each as per conclusions. The percentage of players boldly demonstrates the impact of **WiNiT** in different regions of Bangladesh. Moreover, it helps to identify the communication gap between the service and desired locations.

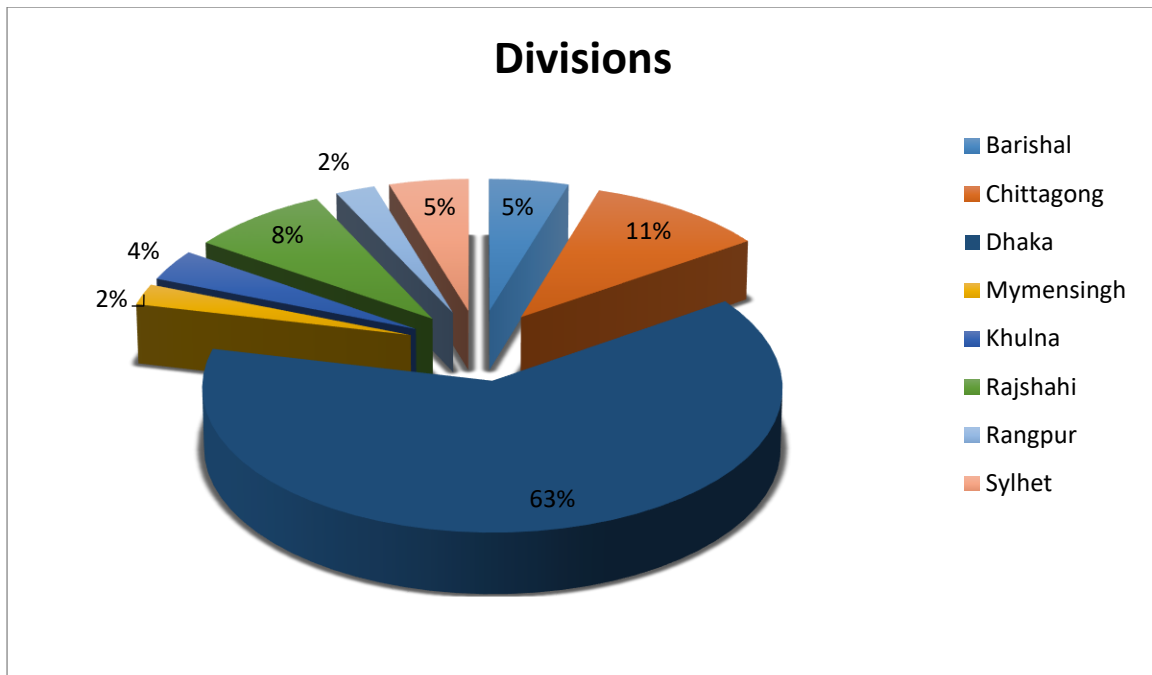


Figure 13 Divisional Distributions of Players of WiNiT

Since this game has players from different age groups, educational levels are correspondingly altered. Majority of the players, 38% are studying or have completed their Bachelors', second highest is HSC with 31% responses. These responses furthermore included players from Masters, SSC and lowest level of education was JSC. Promoting the game based on target group's educational level is evidenced to result in greater awareness as well as engagement towards it.

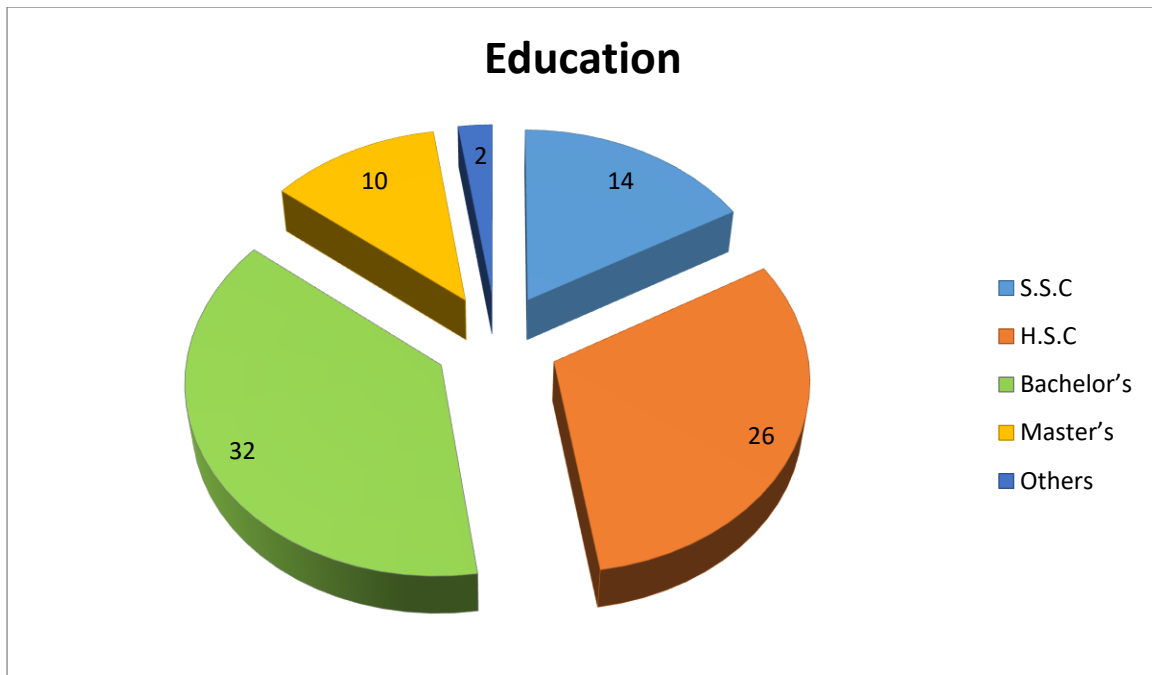


Figure 14 Educational Levels of Players of WiNiT

Age, education, gender, geographic locations are the most important identifiers of demography of any target audience. The analysis acknowledged above based on the survey best represents the demography of the players of **WiNiT** and expected to advantage the organization, Robi Axiata Limited to sponsor campaigns that best fits with demographic physiognomies.

5.3 Awareness & Engagement

Awareness

In order to reach the target customers, for mostly any kind of service, it is essential to find out whether they are aware of the existence of the service. The target audiences are communicated via different methods of marketing activities; that explain the service to the customers as well as persuade them to receive the service and enjoy the benefits. Awareness is crucial to transform a potential customer into customer, especially considering the immense competition among rivals.

5. Do you play online games?

107 responses

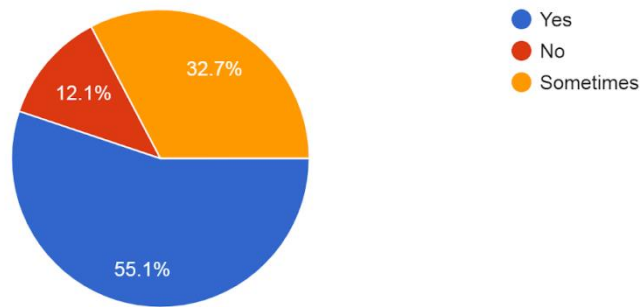


Figure 15 Survey Responses on Online Gamer Count

Based on the response of the survey 87.8% (94) of the respondents are interested in online games. 55.1% of them are regular players of diversified online games. On the other hand, out of this 94 respondents 10 of them have never played **WiNiT** and are not even aware of the game's existence.

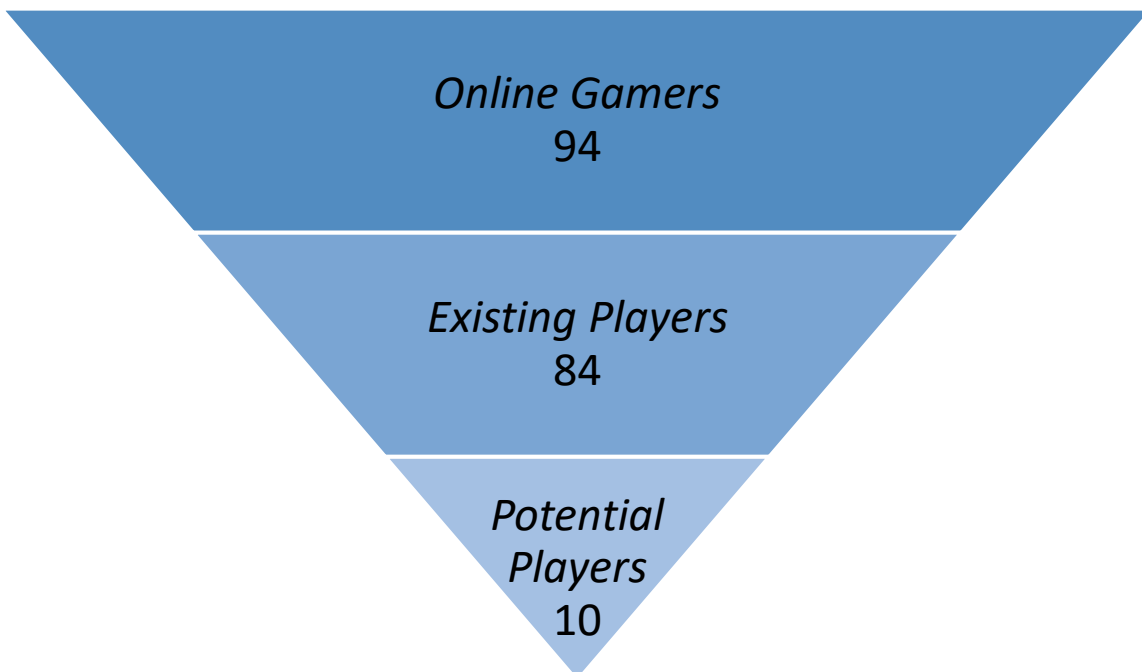


Figure 16 Potential Players of WiNiT

Considering one of the supreme facts that **WiNiT** is an online game, all of the online gamers who are compatible with the demographic requirements are potential players of the game. The disproportion between online gamers and existing players of **WiNiT** is extraordinarily low in accordance to my survey. Nonetheless, the goal for all business is to turn potential customers into customers and that can only be achieved by generating awareness and motivation among them.

Engagement

On top of generating awareness, concentrating on existing consumers is extremely important in order to retain them. Present customers are crucial to keep operations on track and fulfill the purposes of any service. One of the key to retain customers is to create and increase engagement over the service. With the intention to create engagement among the players of **WiNiT** different contents on Facebook page and group, and messages over the gaming app is sent every so often.

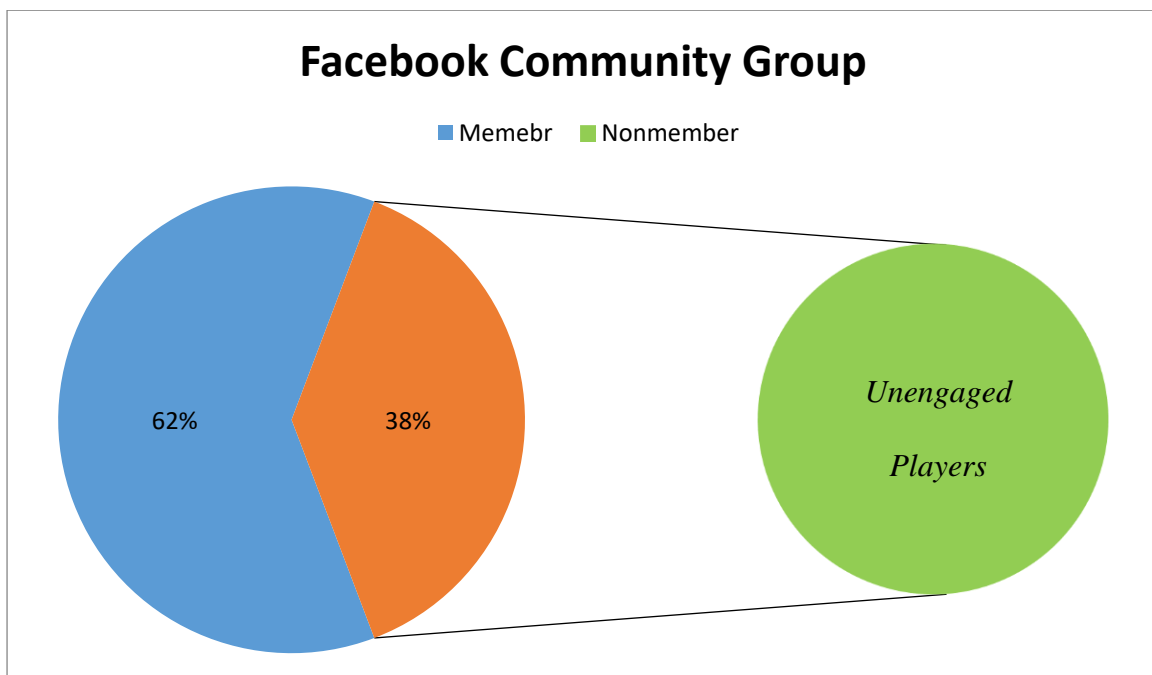


Figure 17 Member- Nonmember Ratios in **WiNiT** Quiz Community

It is essential to produce and boost engagement of customers who are part of the social community group formed by the service providers for practically any digital service, especially of digital platform based gaming service. Community group is the place where the members share their experiences, doubts and seeks assistance which consequences in more user activity and engagement. It is also important for **WiNiT** that the players become members of the quiz community, in order to be notified about recent updates, participate in conversations, involve in various contents. Hence, just being member of the group ensures greater engagement within the players.

5.4 Impact & Satisfaction

Impact

This is era of modernization coupled with digitalization to modify lives of millions beyond any boundary. Bangladesh is not anonymous to this phase and going at its own pace in its way towards digitalization with the vision of “Digital Bangladesh” in cognizance. Honoring the vision steered many services in Bangladesh to transmute and operate online, beginning with services designed to fulfill fundamental needs to services that offer entertainment. One of the unbeatable sources of entertainment of mostly the young generation is online games which operate entirely on digital platform.

Regardless of the fact that people perceive games to depict negative impact on students, contrary beliefs exist that embolden games and its positive outcomes. A number of people may find this bewildering that games have positive influence on students however, a game like **WiNiT** that encourage development and improve cognitive operations are actually proving to do so. The quiz rounds of **WiNiT** consist of questions based on different subject, information and topics around the world as mentioned previously. Playing the game continuously surrounds the players with new knowledge about the world and beyond,

resulting in greater exposure to general knowledge. Exposure to knowledge guides to attainment of knowledge and engenders smart group of people.

11. Playing WiNiT increases general knowledge

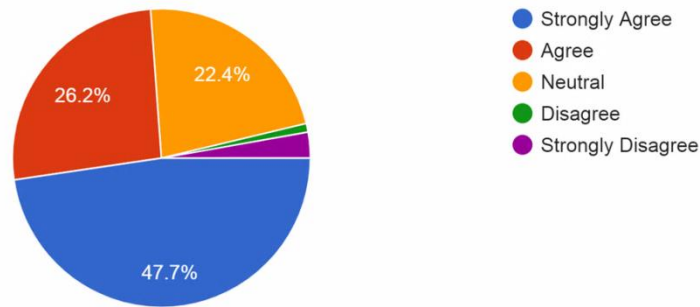


Figure 18 Survey Response on WiNiT's Cognitive Feature

Based on the survey responses almost 50% of the respondents strongly agreed and 26% of them agreed that playing **WiNiT** leads to increased general knowledge. The assessments unveiled via responses support the exceptional belief which is games can have positive impact on people.

Majority of the online gamers around the world are students and so are the players of **WiNiT**; the target audience of this quiz gaming application are students who approximately age from 16 to 28 of years. On the assumption that learning through gaming is feasible it will be considered to be most beneficial as well as in favor of the players of the game. Considering the fact that one of the objectives of **WiNiT** is to motivate the players to learn, fashioning the process of learning fun is exceptionally fundamental.

12. WiNiT makes learning fun

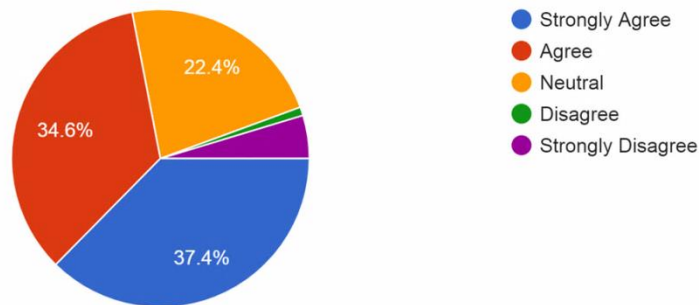


Figure 19 Survey Response on WiNiT's Educative Competency

According to the survey results more than 60% of the players feel that **WiNiT** made learning fun and interesting. This extraordinary analysis corroborates that **WiNiT** is using right means necessary to bequeath their promised service and successfully satisfying the target customers.

The world has become competitive than ever with all the digitization taking place. To keep pace with all the transformations around us it has become essential to know how to take accurate decisions as quick as achievable. Inclusive of being passive educator, **WiNiT** also serves the purpose to build competitive personality in players. **WiNiT** gives the players 10 seconds only to answer each question which coaches them to take decision within a very short breadth of time.

13. WiNiT induces to make quick decisions

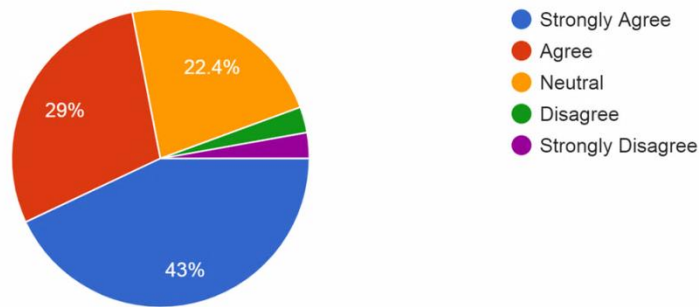


Figure 20 Survey Response of Opinion on Intelligence & Perspicacity

The survey responses are strongly in favor of the statement that **WiNiT** contributes to make quick decision in addition to increasing intelligence and shrewdness of the participants. In order to win it is not only important to take right decisions but also to take that quickly to answer within the fixed time frame.

Incentive drives people to complete assigned tasks, take part in competitions in almost each and every setting around earth. Thus every game let it be any kind, comes with several types of reward as incentive to engender the desire in people to win by participating. **WiNiT** following the conventional method offers stimulating rewards to winners based on their performance. With the urge to win the rewards, players endeavor to gather as much knowledge as possible and win the games.

14. WiNiT encourages to gain knowledge

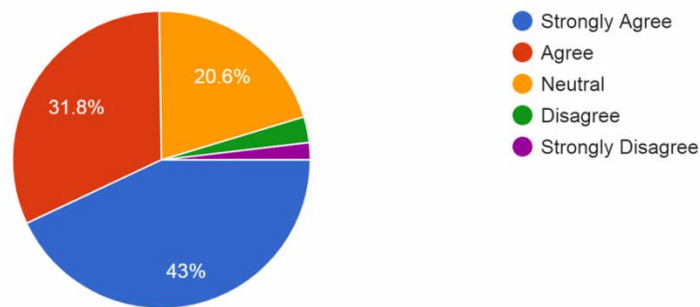


Figure 21 Survey Response on **WiNiT**'s Motivation Aptitude

Corresponding to the pie chart included above, the respondents also strongly believe that **WiNiT** encourages them to gain knowledge. This additionally elaborates that the players are satisfied with this specific quality of **WiNiT**.

In order to more focus on **WiNiT**'s impact on players, the quiz gaming app does not only guide to learn new information, it also advantages to sharpen players' *Memory*. So as to win the games every day, players need to store all the increasing information by memorizing them and resulting in the development of their memorization aptitude. Playing the game results in improved *Hand & Eye Coordination* because of the fixed time limit of 10 seconds. As a consequence of the time limit players tend to concentrate more which results in enhanced *Concentration* as well. Furthermore, it develops *Reading & Understanding Skill* in brief time.

Satisfaction

People's perception towards ideas contrasts based on multiple factors like demographic, geographic, psychographic, socioeconomic and so on. Auspiciously, the target audience of **WiNiT** has quite similar attitude towards this quiz game application and most of the players are ascertained to be satisfied with the service they received from **WiNiT**. Furthermore, they devised several comments regarding the game. The survey conducted on **WiNiT** consisted of

two open ended questions to liberate the players share their thoughts and asked for their opinion on the service. Nearly every one of them considered it to be educative, interesting, entertaining moreover some stated that it increased their knowledge. Hence, it can be assessed based on the responses and analysis that the players are more than happy and satisfied with the performance of **WiNiT**.

Chapter 6: Conclusion & Recommendation

6.1 Conclusion

Robi Axiata Ltd has been operating and delivering excellent service to the citizens of Bangladesh for more than 20 years now. The company has been through ebb and flow along the way to ensure best quality service to its customers. Nonetheless, the employees of Robi believes that crisis create opportunities (Ahmed.M, personal communication, December 31, 2019) thereupon, successfully launched services to help people. However, this generation prefers exploiting the social media services as the medium of communication than mobile phone call thus; the company upgraded their vision to provide best digital services to the people of Bangladesh and expand this sector more.

6.2 Recommendation

- Level upgrade system should be included so that subsequent to playing predetermined rounds of game players get level up. This will give the players feeling of accomplishments which is very essential for any game.
- After completion of certain rounds or stages in game players should be awarded Badges to generate sense of appreciation in them which at the end of the day will secure greater engagement.
- Adding subject category like Math, English, Science, Geography, Politics, Environment and so on should be considered. Various people tend to have preference as well as knowledge of any specific subject hence; this is presumed to facilitate growth in number of players.

- The live sessions attract more players than more or less accumulated number of players of both daily challenge and rapid fire in a week which is the reason to consider arranging live sessions twice a week and engage the players more.
- Hosting is one of the most crucial elements of the live quiz sessions. In order to eliminate the probability of any blunder and indulge the participants, it is very crucial to select the right person to host as well as the right ideas to discuss.
- The minute new updates are declared, changes must be made from every end of the service. This will result in abolition of any miscommunication and undesirable situation between the service providers and players.
- Accepting player submitted questions is a great way to articulate that they are being considered as well as esteemed. Thus, it is a necessity to sort the questions as soon as they are submitted and if required divided in group to accelerate the process.

New features must be added to increase gamification in the **WiNiT** app. Animated settings in games facilitates interaction between game and its players which ultimately results in higher engagement. Ergo, it is essential for a gaming app like **WiNiT** to have such settings to appeal and engage its players.

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Appendix

I am Samiya Tanvie Mahbub (ID15104161), a student BBS Department of BRAC University from Spring'15 batch. I have piloted this survey to have a fitting comprehension concerning the digital ecosystem and engagement of target audience through gaming in the context of Bangladesh.

1. Age

- a) Below 15
- b) 15-18
- c) 19-21
- d) 22-24
- e) Above 25

2. Gender

- a) Male
- b) Female
- c) Other

3. Education

- a) S.S.C
- b) H.S.C
- c) Bachelor's
- d) Master's

e) Other

4. You are from

a) Barishal Division

b) Chittagong Division

c) Dhaka Division

d) Mymensing Division

e) Khulna Division

f) Rajshahi Division

g) Rangpur Division

h) Sylhet Division

5. Do you play online games?

a) Yes

b) No

c) Sometimes

6. What type of games you like?

a) Quiz/ Puzzle games

b) Action games

c) Adventure games

d) Strategy games

e) Sports games

7. Name of the game you play mostly
8. Have you played WiNiT?
 - a) Yes
 - b) No
9. How often do you play WiNiT?
 - a) Once a Week
 - b) Twice a Week
 - c) Everyday
10. Are you a member of WiNiT Quiz Community?
 - a) Yes
 - b) No
11. Playing WiNiT increases general knowledge
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
12. Quiz games helps to learn new facts
 - a) Strongly Agree
 - b) Agree

- c) Neutral
- d) Disagree
- e) Strongly Disagree

13. WiNiT induces to make quick decisions

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

14. WiNiT encourages to gain knowledge

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

15. Which factor drives you the most to play game online?

- a) Can Play On Mobile
- b) More Collections Available Online
- c) Cheaper Data Packs
- d) Availability of WiFi

16. What time of the day do you usually play games?

a) Morning

b) Afternoon

c) Evening

d) Night

17. What is your opinion on WiNiT?

18. Anything you want to change on the game?