The Future of Work is Play

Global Shifts Suggest Rise in Productivity Games

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Microsoft Office Lync

More young children know how to play a computer game (58%) …

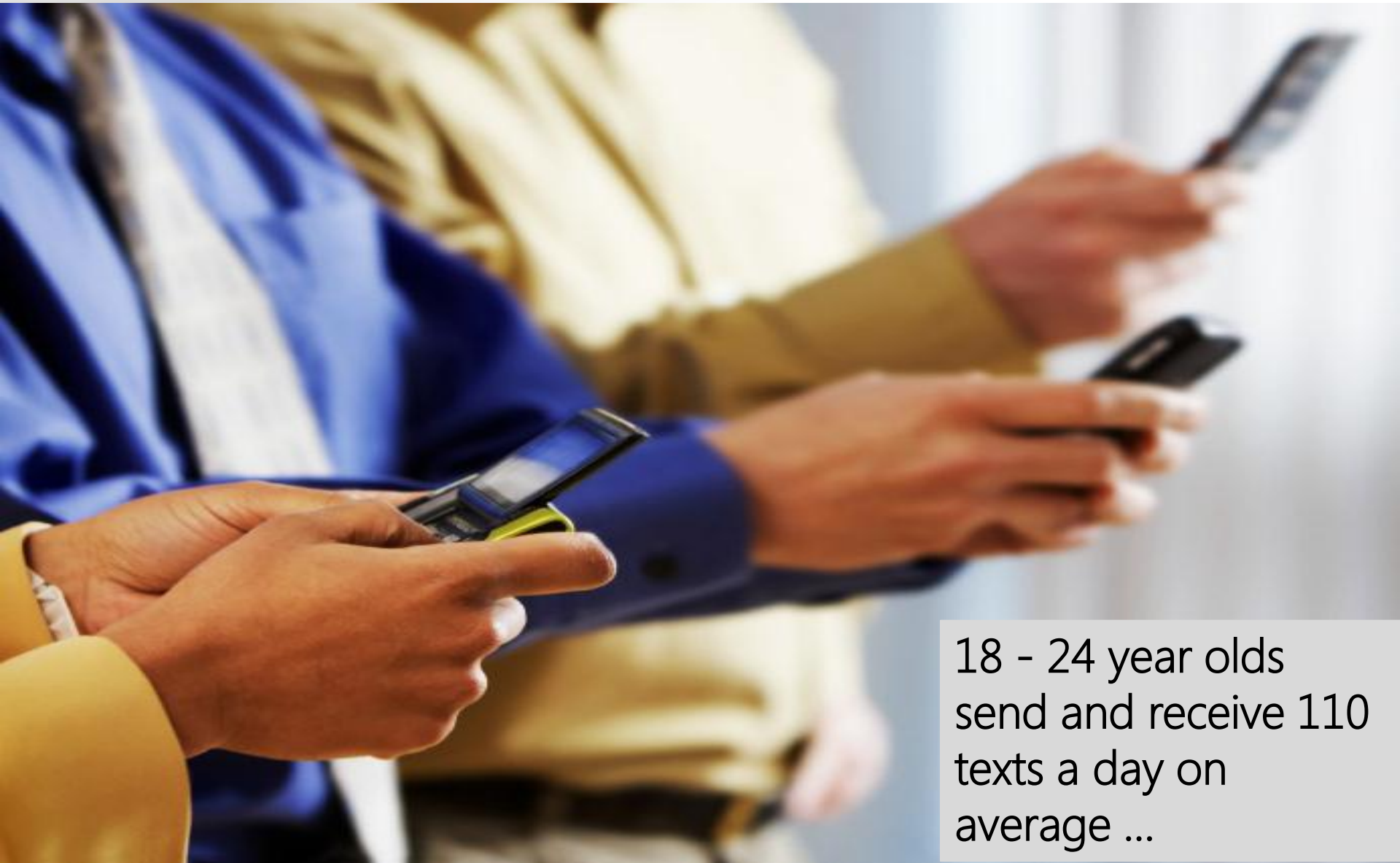
than swim (20%) or ride a bike (52%)

91% of kids age 2-17 are gamers

69% of kids age 2-5 can use a mouse, but only 11% can tie their shoelaces

64% of parents believe games are a positive part of their kid's lives

68.7 million US social gamers in 2011



18 - 24 year olds send and receive 110 texts a day on average …

47% work beyond regular business hours
32% do personal activities at work

Global Shift: Blurred Work and Life

In a global village of 100
61 would be Asian (20 Chinese, 17 Indian),
11 would be from Europe…
and 70 would be gamers…

Global Shift: Diverse and Distributed Workforces

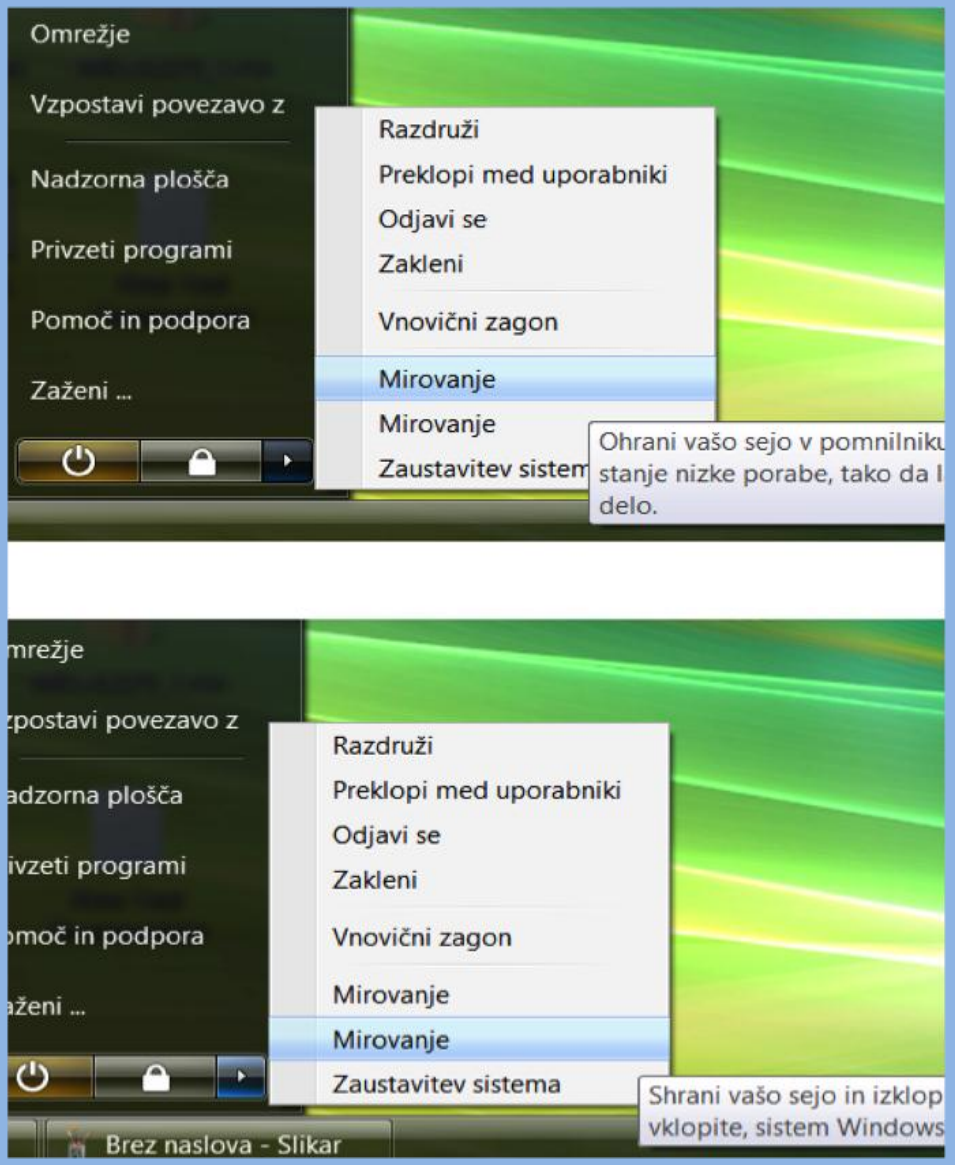
Games break through cultural barriers

When Productivity Games Work

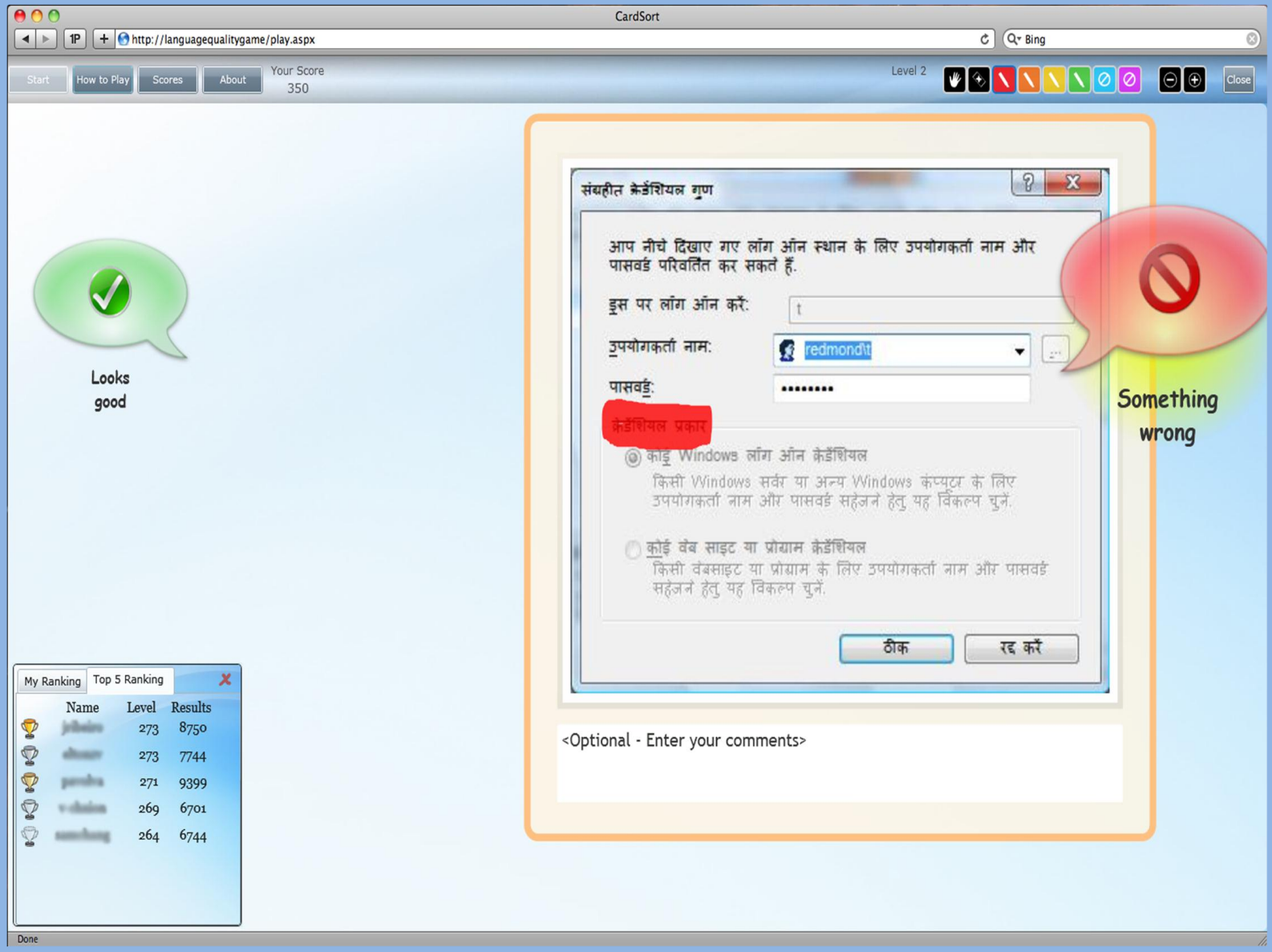
Skills-Behaviors Matrix	Core Work Skills	Unique Work Skills	Expanding Work Skills
In-role Behaviors			
Organizational Citizenship Behaviors			

Localization Testing

- Hard, Large-Scale Problem
- Windows 7 ships in 100 languages
- Thousands of Strings and Screens per Release



Language Quality Game



Language Quality Game Results

Total Screens Reviewed: 500,000+

Total Number of Reviewers: 4,500+

Screens per Reviewer: 119 (avg.)

Significant Quality Improvements for Windows 7
Positive Impact on Ship Schedule
Team Morale and Subsidiary Engagement

Communicate Hope

COMMUNICATE HOPE

A benefit for Disaster Relief

Players complete productive work to earn points on behalf of disaster relief agencies

Microsoft donates $ based on leaderboard

Sponsored tasks

Poetic hearts offer dreams to those far and near
Let me communicate my hope to you
Disasters and miracles we hold in our arms with tears
It's like the moment that lights you up inside
So bright, I can see it in your eyes
Now I know what it means to feel alive

Game Results

- Over 1000 players
- More than 16x more feedback
- More than 10,000 pieces of feedback
- 67% of players gave feedback vs. 3% of non-gamers

Significant Quality Improvements for Communicator “14”
Positive Impact on Ship Schedule
Team Morale and Dogfood User Engagement

Build a Story - Rapid Productivity Game Example

- Microsoft Office Lync – Unified Communication Software
- Features used in Game: IM Conferencing, Send as Email

Productivity Game Play

1. Game Master seeds story and adds a player to the IM conference
2. New player IM's additional story line and invites next player
3. Next player only sees IM from previous player
4. All players in the IM conference watch the story unfold
5. Repeat steps and send final story in email

Real Story Snippet

Game Master: This story is about a boy who, in search of treasure, meets a man who calls himself King.
Player 1: King is not actually a king
Player 2: But the royals are flushed
Player 3: Flush with cash
Player 4: Wohooo! I am going shopping!

Solve Me a Riddle

- Microsoft Office Lync – Unified Communication Software
- Features used in Game: IM Conferencing, Voice call

Productivity Game Play

Steps

1. User chooses a riddle to solve from a list of riddles.
2. User makes a 'Call via Work' or 'Sends an IM' from Lync mobile app to 'RiddleMaster' with the answer.
3. If the answer is correct User gets a point.
4. User collects 5 points and that earns him/her a Tee Shirt.

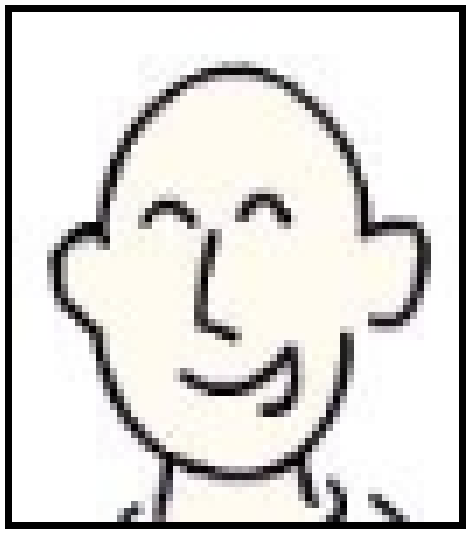
Real Story Snippet

Martin Van Buren [12:13 PM]:
11. Glittering points
That downward thrust,
Sparkling spears
That never rust.
Answer for 11 is Fireworks
RiddleMaster [12:14 PM]:
Close. Try again.
Martin Van Buren [12:15 PM]:
Icicle
RiddleMaster [12:15 PM]:
Yes. That's right. You get a point.

Guidelines for Productivity Games

- Set Clear Objectives
- Use Rewards Carefully
- Keep Duration Short
- Implement ‘Broad Appeal’ Mechanisms
- Focus on “Organizational Citizenship Behaviors”
- Support

Thank you



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Productivity Game References

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