



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

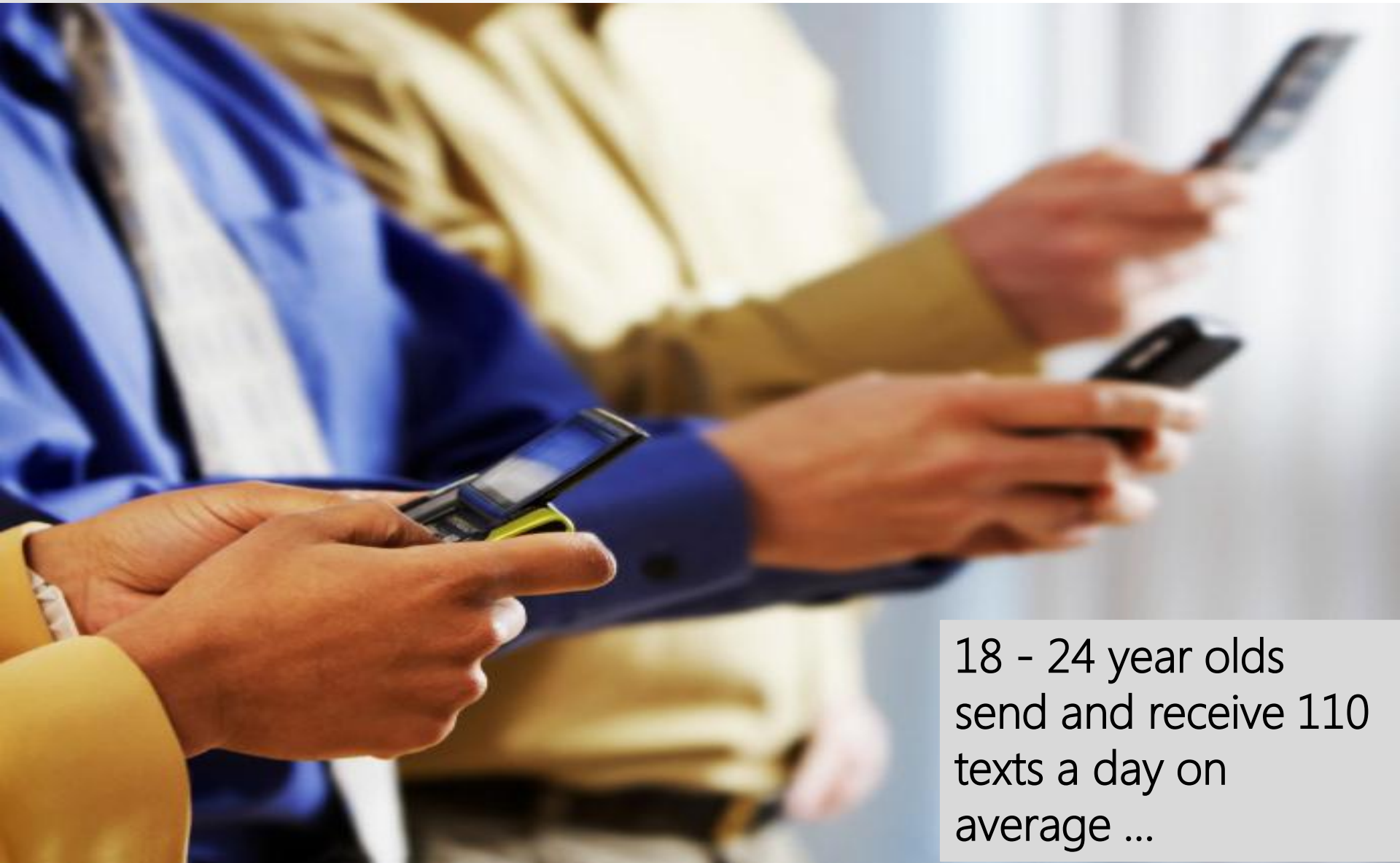
69% of kids age 2-5 can use a mouse,
but only 11% can tie their shoelaces



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



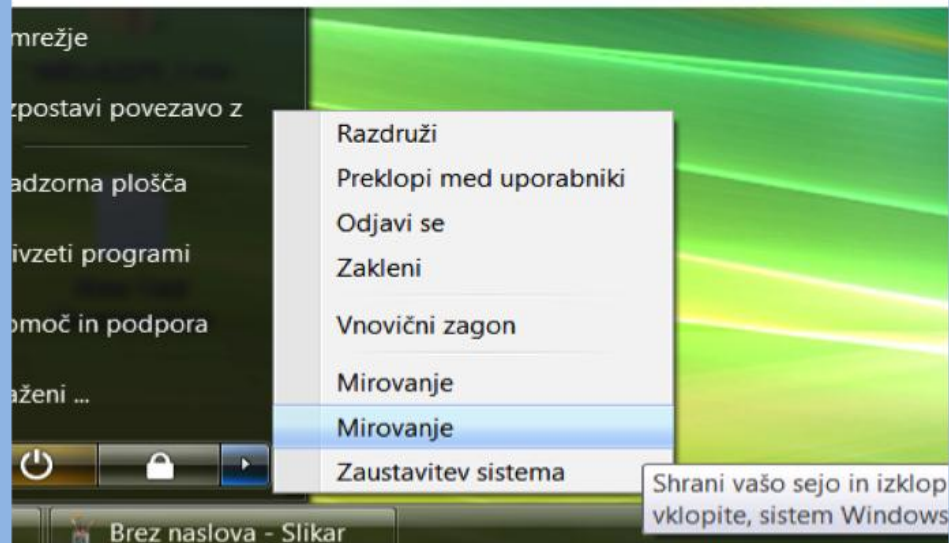
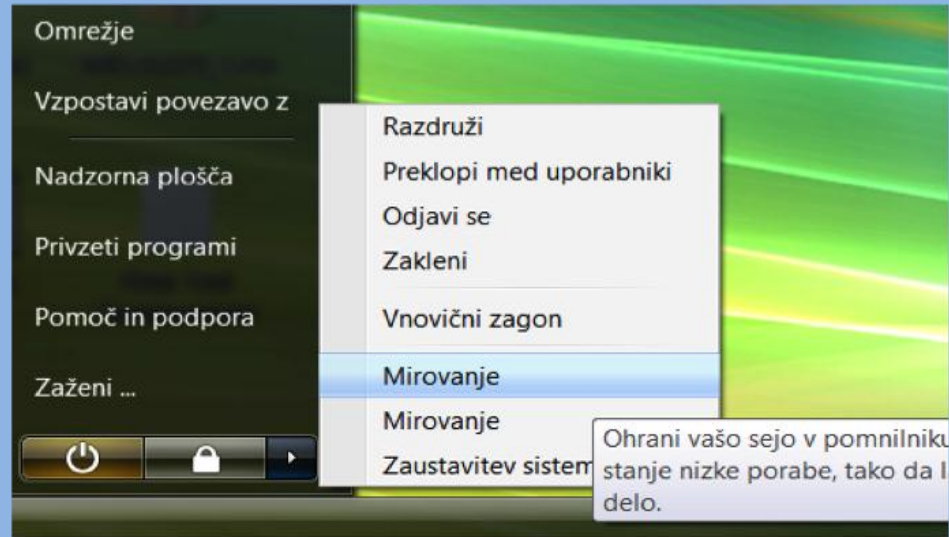
Global Shift: Arrival of Emerging Economies

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

The screenshot shows a web browser window titled 'CardSort' with the URL 'http://languagequalitygame/play.aspx'. The browser's address bar shows 'Q Bing'. The game interface includes a navigation bar with 'Start', 'How to Play', 'Scores', and 'About' buttons. The 'Your Score' is 350, and the current level is 'Level 2'. A green checkmark icon with the text 'Looks good' is visible on the left. A central dialog box titled 'संबंधित क्रेडेंशियल ग़ुण' (Related Credentials Quality) is open, containing a login form with fields for 'इस पर लॉग ऑन करें:' (Log in on this), 'उपयोगकर्ता नाम:' (Username: redmondit), and 'पासवर्ड:' (Password: *****). Below the password field, a red box highlights the text 'क्रेडेंशियल प्रकार' (Credential type). Two radio button options are present: 'कोई Windows लॉग ऑन क्रेडेंशियल' (Any Windows login credential) and 'कोई वेब साइट या प्रोग्राम क्रेडेंशियल' (Any website or program credential). A red 'X' icon in a speech bubble with the text 'Something wrong' is positioned to the right of the dialog box. At the bottom of the dialog box, there is a text input field with the placeholder '<Optional - Enter your comments>'. In the bottom-left corner, a 'My Ranking' table is displayed.

My Ranking	Top 5 Ranking	Name	Level	Results
		pratik	273	8750
		shreyas	273	7744
		pratik	271	9399
		vishal	269	6701
		manish	264	6744

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*



COMMUNICATE HOPE

A benefit for Disaster Relief

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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