

Microsoft® Research

Faculty Summit

10
YEAR ANNIVERSARY

Productivity Games

Ross Smith
Director of Test
Windows Security, Microsoft Corp.

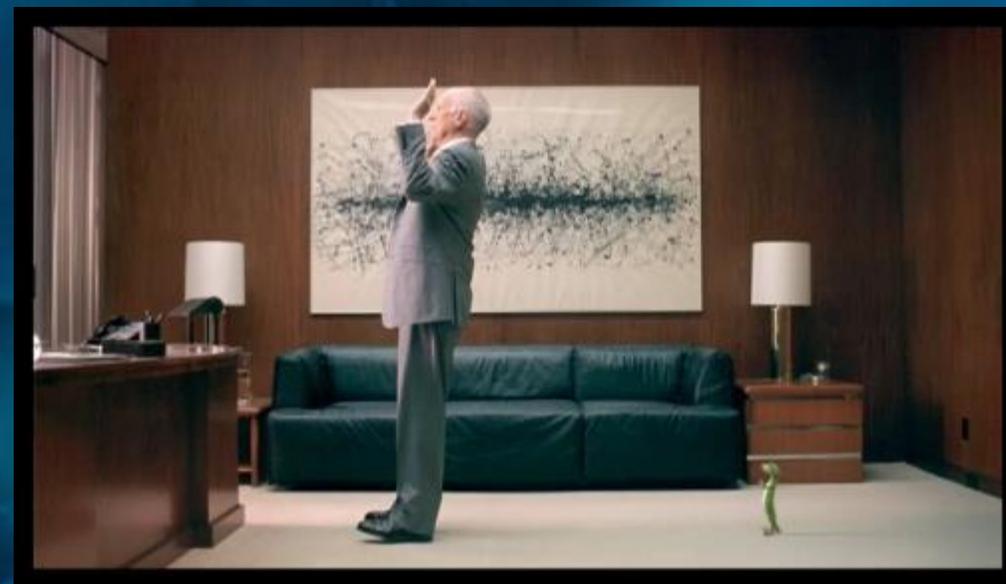
Generation Gap

- Larger generation than baby boomers
- Most tech-savvy generation
- Most “gamer” generation*
 - 50% of all Americans play video games
 - 81% of all business people 34 and younger have played video games

* Got Game, Wade, Beck, Harvard Business School Press

Games and Work

- Engagement
- Morale
- Trust
- Productivity
- Innovation



Games Don't Succeed Everywhere

	Employee Skills		
	Core	Unique	Expanding
In-Role Behaviors			
Organizational Citizenship Behaviors			

Games Don't Succeed Everywhere

	Employee Skills		
	Core	Unique	Expanding
In-Role Behaviors			
Organizational Citizenship Behaviors			

Language Game - Problem Space

- Windows ships in about 100 languages
- Windows has thousands of user interface dialogs
- Windows developers do NOT speak every languages

How do we effectively validate the quality of the translation?

“It’s pretty addictive once you start playing so maybe you need a health warning on the homepage!”

-John

“It’s really cool! ...a very innovative and fun way to improve loc quality. “

-Dean

“...this adds even more motivation to my passion in contributing to the quality of our products!”

-Tigran

the
Language
Quality
Game

demo

References

- 42projects – www.42projects.org
- Productivity Games Blog – productivitygames.blogspot.com
- London Business School case study - <http://www.managementlab.org/files/site/publications/labnotes/mlab-labnotes-010.pdf>
- Changing the Game – www.changingthegamebook.com/
- The Economist
 - http://www.economist.com/daily/columns/businessview/displayStory.cfm?story_id=11997115

Microsoft[®]

Your potential. Our passion.[™]