Productivity Games

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Windows Security, Microsoft Corp.
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

Games and Work

- Engagement
- Morale
- Trust
- Productivity
- Innovation
## Games Don’t Succeed Everywhere

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Language Game - Problem Space

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

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
References

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The Economist
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