Microsoft® Research
Faculty Summit 2010

Why won't you use my great NUI idea!!!

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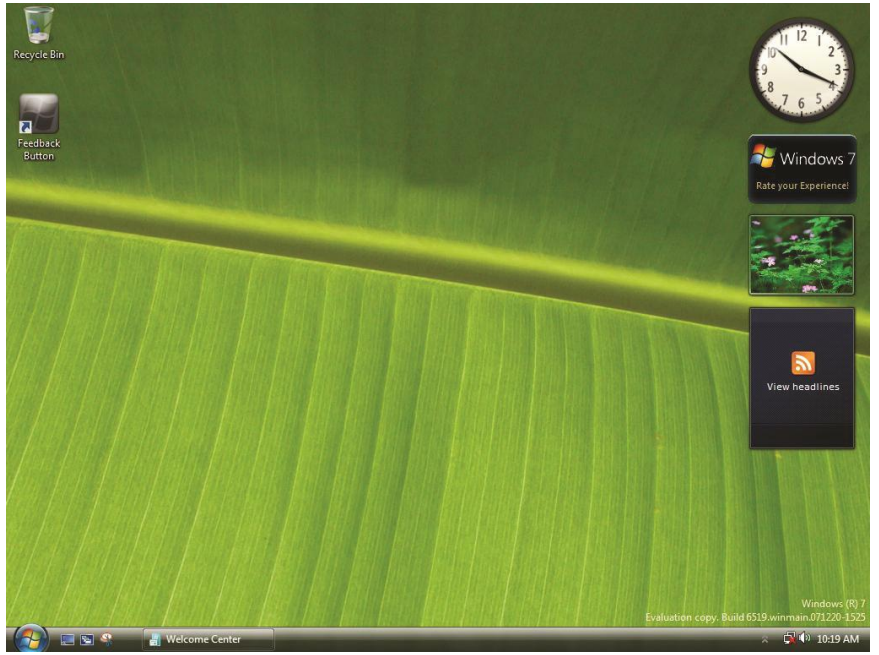
Senior Experience Researcher
Microsoft Corporation

#1 Risk Tolerance

Source: Flickr
By: Premshree Pillai

AB09681382E
100

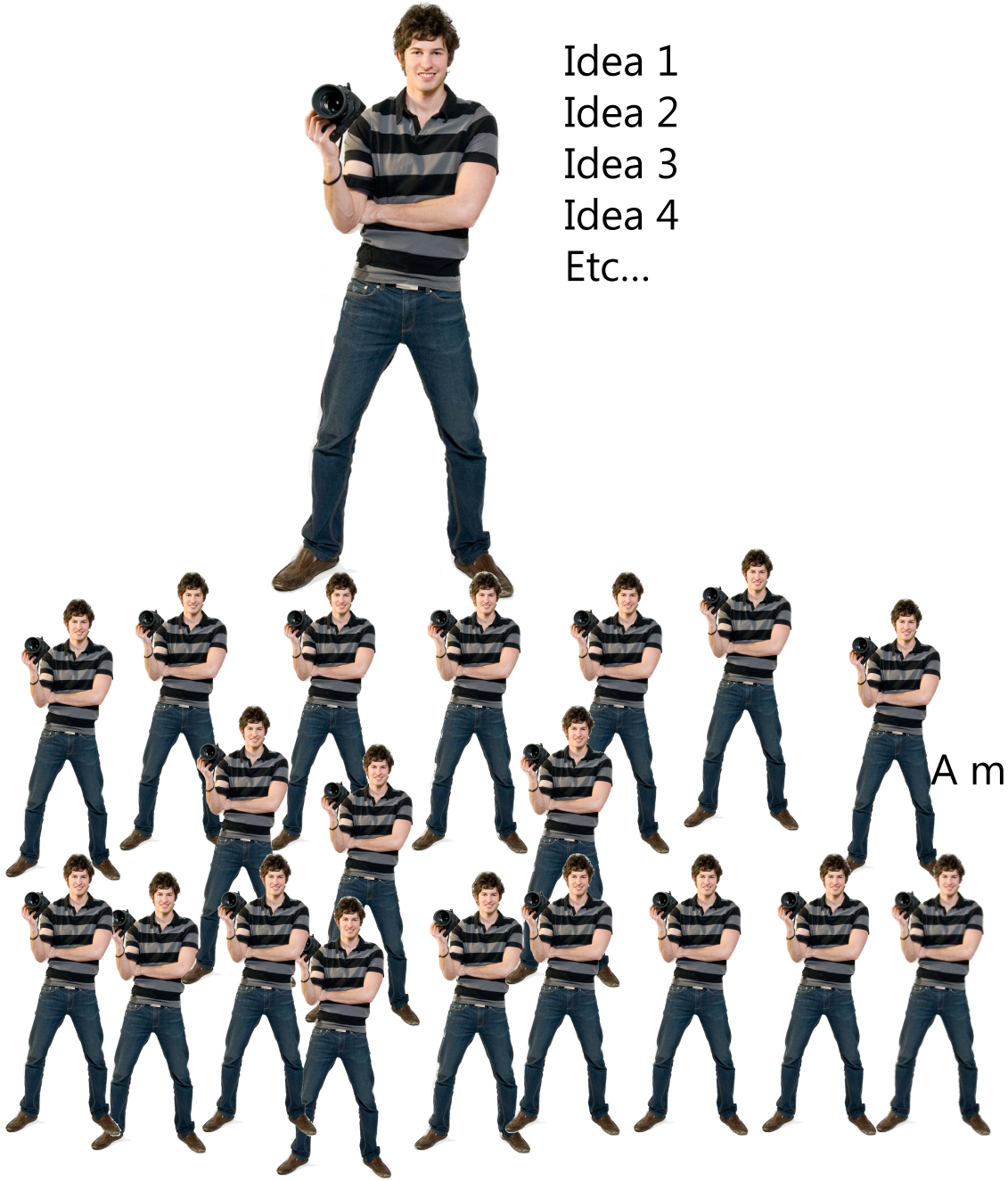

Recycle Bin
Feedback Button
Windows 7
Rate your Experience!
View headlines
Windows (R) 7
Evaluation copy. Build 6519.winmain.071220-1525
Welcome Center
10:19 AM

#2 Competition

Source: Flickr
By: Christopher S. Penn

Idea 1
Idea 2
Idea 3
Idea 4
Etc…

Idea 1
Idea 2
Idea 3
Idea 4
Etc…



Idea 1
Idea 2
Idea 3
Idea 4
Etc…

A massive # of ideas

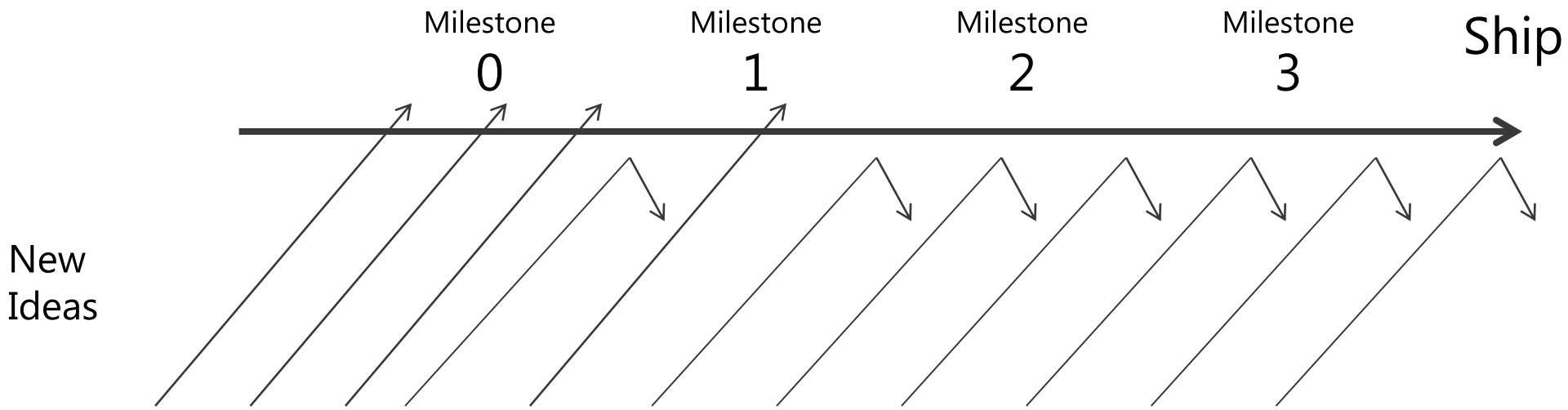
?

Idea 1
Idea 2
Idea 3
Idea 4
Etc…

Idea 1!!!!

#3 Timing

Source: Flickr
By: wwarby


Milestone
0
Milestone
1
Milestone
2
Milestone
3
Ship
New
Ideas

#4 Scope

#5 Usability

Start
2:40
Friday, September 16, 2005
Tap here to set owner information
No unread messages
No tasks
No upcoming appointments
Tap here to sign in to Pocket MSN!
Device unlocked
Calendar
Contacts

15:00
2
Phone
People
3
Text
3
Outlook
Pictures
XBOX
LIVE

- **Risk Tolerance:** Target the emerging businesses or how your idea compliments existing business infrastructure
- **Competition:** Give away the credit…it's surprising how much you'll get anyway
- **Timing:** Get to folks early in development cycle
- **Scope:** Be prepared to do some work for the team
- **Usability:** Prove it works for users compared to stiffest competition

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Thanks ☺

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