

Microsoft® Research

Faculty Summit 2010

The Future is Beautiful

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ETC *global*
Carnegie Mellon.
www.etc.cmu.edu

WALT DISNEY Imagineering





Beautiful!



Customized!



Shared!



WIKIPEDIA
The Free Encyclopedia

Real!



WHAT CONSUMERS *REALLY* WANT

Authenticity

JAMES H. GILMORE

B. JOSEPH PINE II

AUTHORS OF *THE EXPERIENCE ECONOMY*

Beautiful!
Customized!
Shared!
Real!





Beautiful? Ugly.
Customized? Standardized.
Shared? Withheld.
Real? Fake.



1) Beauty

Things become BEAUTIFUL
through design





Lee Sheldon's Grading Procedure: You will begin on the first day of class as a Level One avatar. Level Twelve is the highest level you can achieve.

Level	XP*	Letter Grade
Level Twelve	1860	A
Level Eleven	1800	A-
Level Ten	1740	B+
Level Nine	1660	B
Level Eight	1600	B-
Level Seven	1540	C+
Level Six	1460	C
Level Five	1400	C-
Level Four	1340	D+
Level Three	1260	D
Level Two	1200	D-
Level One	0	F

PUNISHED *by* REWARDS

The Trouble with

GOLD ST★RS,

INCENTIVE PLAN\$,

A's, PRAISE,

and Other Bribes

With a New Afterword by the Author

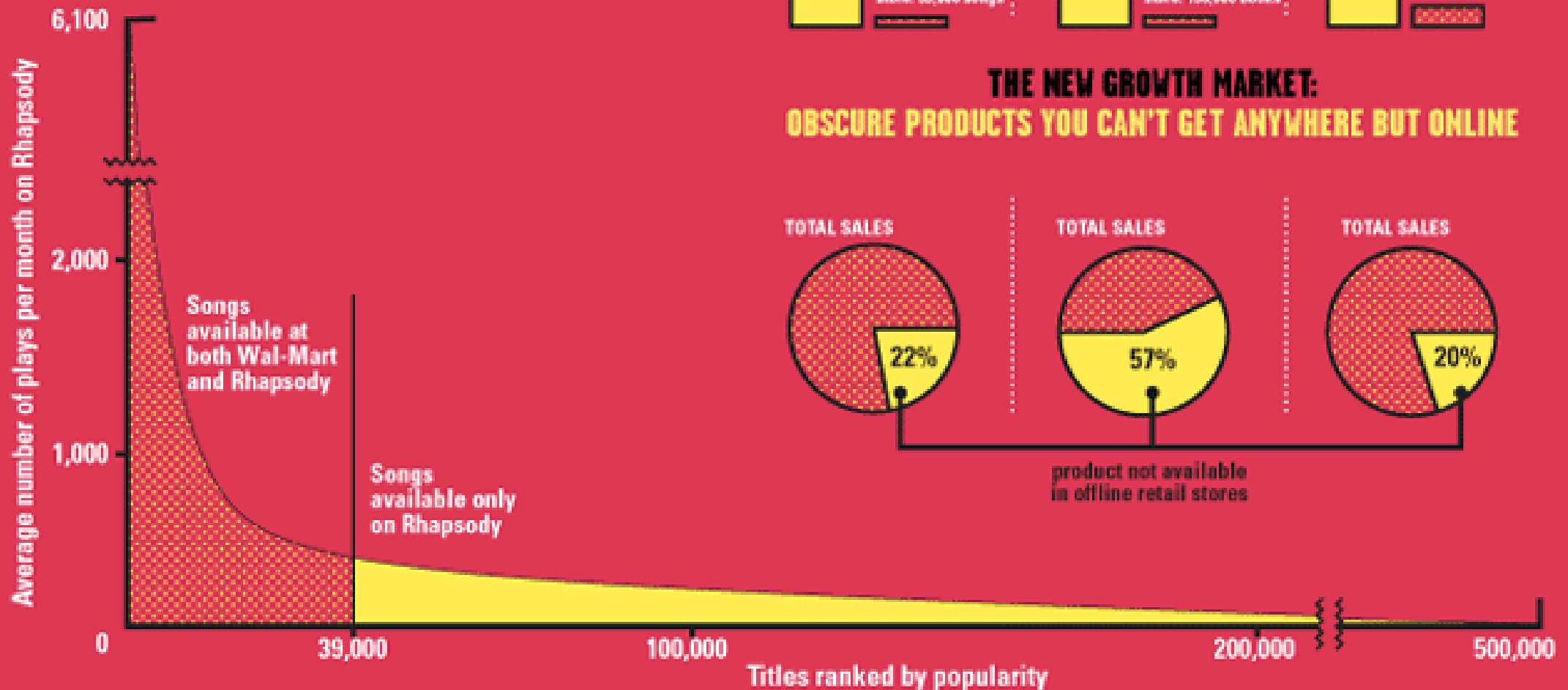
ALFIE KOHN

Author of No Contest and The Schools Our Children Deserve

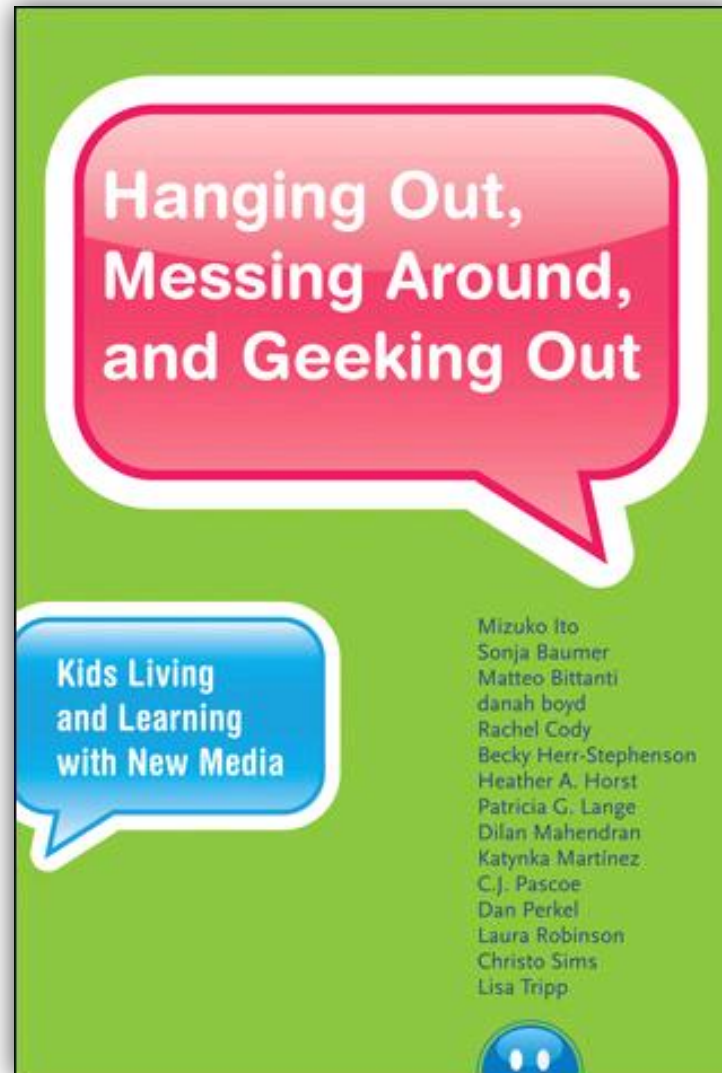
2) Customization

ANATOMY OF THE LONG TAIL

Online services carry far more inventory than traditional retailers. Rhapsody, for example, offers 19 times as many songs as Wal-Mart's stock of 39,000 tunes. The appetite for Rhapsody's more obscure tunes (charted below in yellow) makes up the so-called Long Tail. Meanwhile, even as consumers flock to mainstream books, music, and films (right), there is real demand for niche fare found only online.



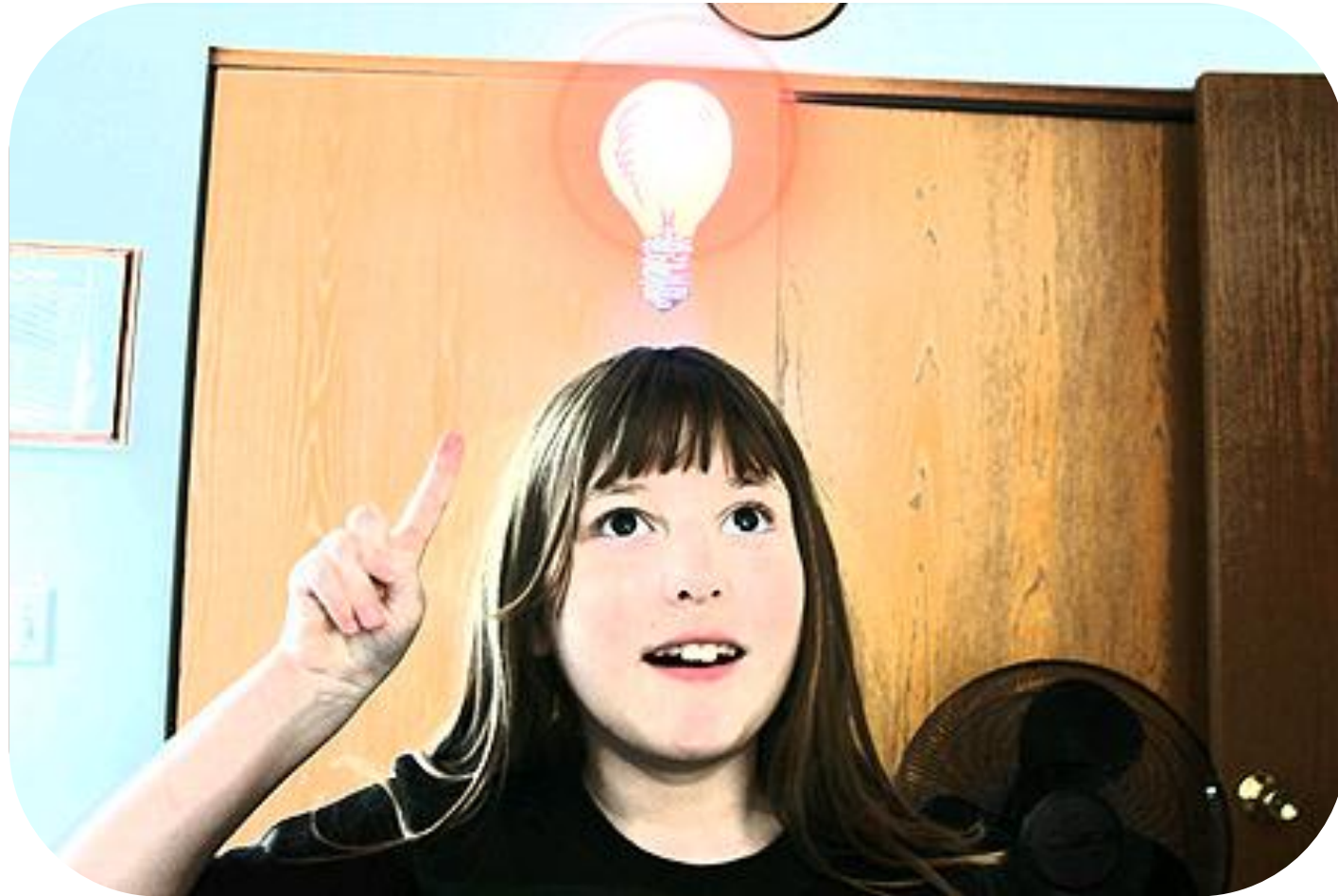
CUSTOMIZING respects the learner



YOUmedia



The curious will win



3) Sharing

Create situations that demand SHARING







4) Reality

Pair REAL teachers with REAL students



Use simulations to get close to REALITY



HAZMAT HOTZONE

A Chemical Release

Multiple Victims

The First to Arrive

How Will You Respond?

First Responder Team Training Simulation

Entertainment Technology Center
est.org

The image shows a virtual simulation environment for hazmat response. A central character is a firefighter in a blue and yellow suit with a helmet. The background is a dark industrial setting. Several smaller inset images show different scenarios: a firefighter in a full protective suit, a train, and a group of people. The text 'HAZMAT HOTZONE' is at the top left. Below it are four orange text prompts: 'A Chemical Release', 'Multiple Victims', 'The First to Arrive', and 'How Will You Respond?'. At the bottom left is the 'First Responder Team Training Simulation' logo and 'Entertainment Technology Center est.org'.



Tony Mussorfiti
Lieutenant, Haz-Mat Operations
Fire Department of New York

The image shows a man in a white shirt and glasses, identified as Tony Mussorfiti, interacting with a simulation. He is gesturing towards a screen where a firefighter in a dark uniform is visible. The simulation interface includes the 'HAZMAT HOTZONE' logo and the text 'Tony Mussorfiti, Lieutenant, Haz-Mat Operations, Fire Department of New York'.

If you can make education...
Beautiful, Customized, Shared, and Real
Everybody wins.



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