

# ∫ GAME *d IT*

Entertaining the Enterprise:  
Helping You Level Up  
& Conquer Work

**Li-Te Cheng**  
Research Scientist, IBM  
Center for Social Business

# Disclaimer

No interns were harmed in making this presentation. (Thank you, interns!)



Katherine James



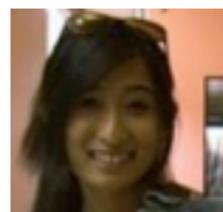
Masato Ikura



Lushen Wu



Noe Barragan



Phuong Le



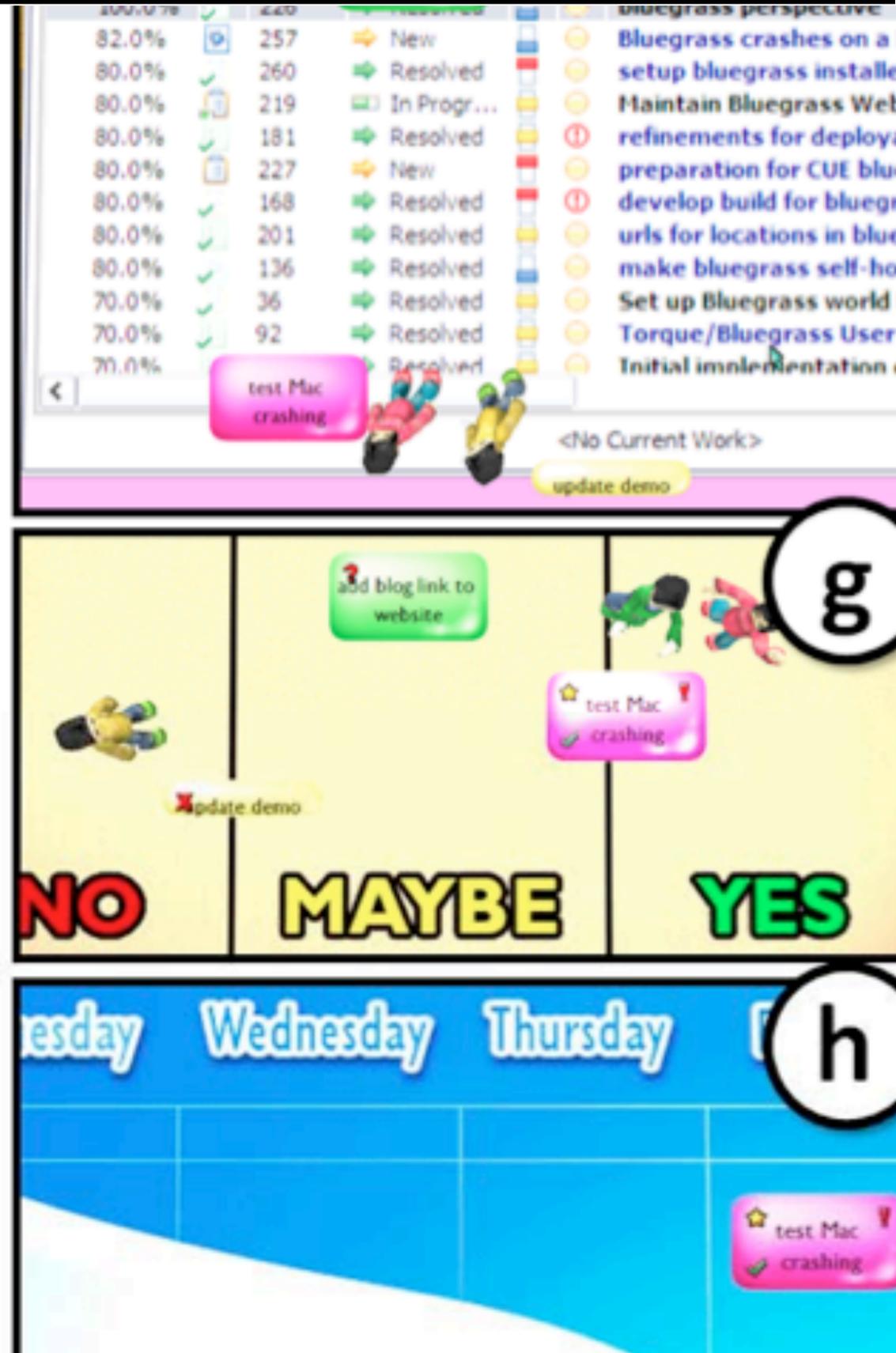
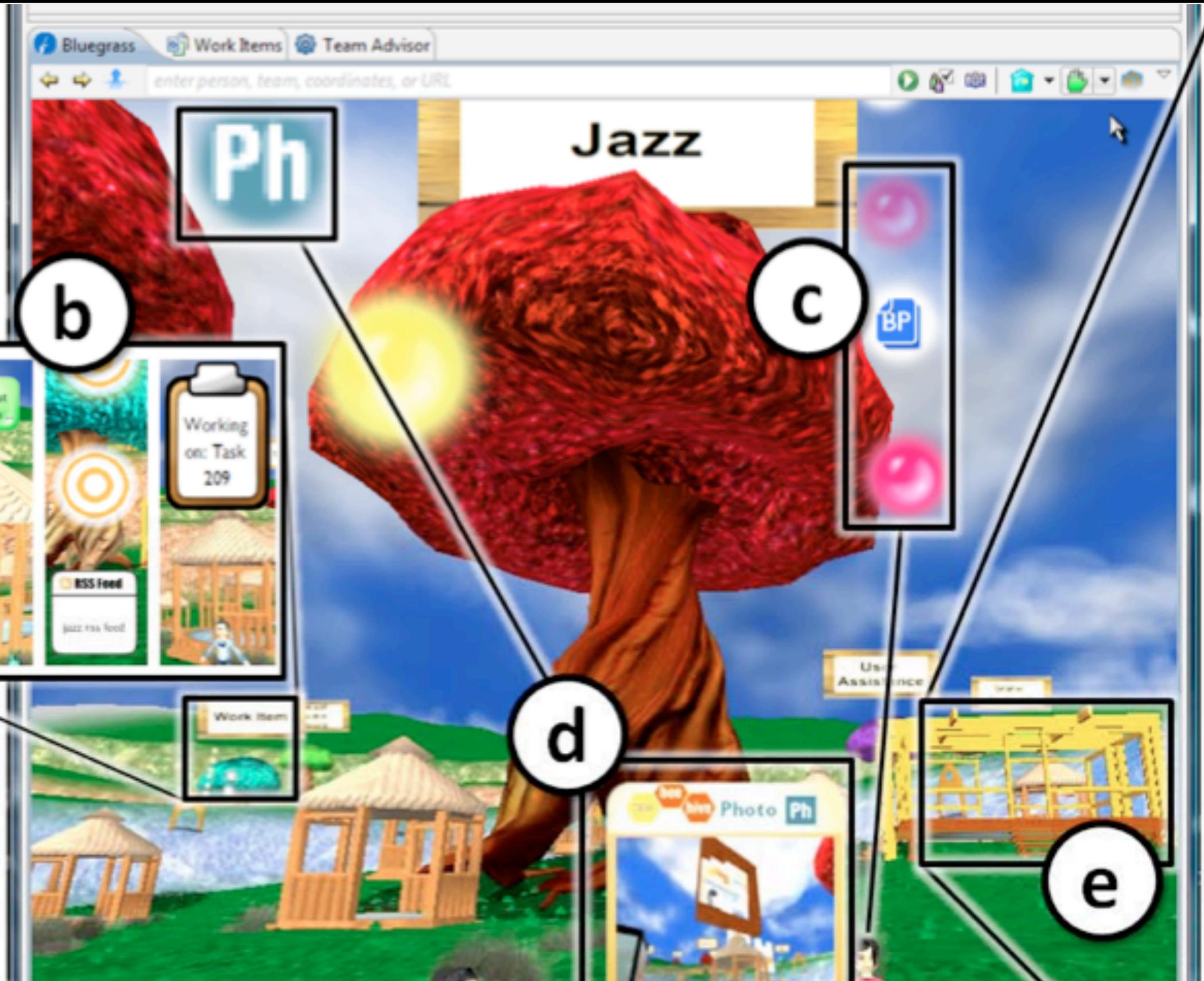
Adam Schwartz

**Hi, I work at IBM.**

A lot of my work is about integration.

$$\int \text{???} \, dIT$$

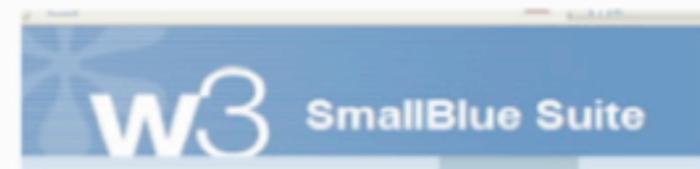
<input type="checkbox"/>		Cem Cebenoyan (NVIDIA), John McDonald (NVIDIA Corp.), Timothy Lottes (NVIDIA), Bryan Dudash (NVID...	Mon 10:00AM
<input type="checkbox"/>		<b>AI Postmortems: Kingdoms of Amalur: Reckoning, Darkness II and Skulls of the Shogun</b> Michael Dawe (Big Huge Games/38 Studios), Daniel Brewer (Digital Extremes) and Borut Pfeifer (Plush ...	Mon 10:00AM
<input type="checkbox"/>		<b>Are You a Manager or a Leader? Come Test Your Skills and Learn New Ones!</b> Julie Craft (Heyzap)	Mon 10:00AM
<input type="checkbox"/>		<b>Facebook Developer Day (Presented by Facebook)</b> Namita Gupta (Facebook), Constantin Koumouzelis (Facebook), Gareth Morris (Facebook), Daniel Schu...	Mon 10:00AM
<input type="checkbox"/>		<b>Game Design Workshop - Day 1</b> Marc Leblanc (Mind Control Software), Stone Librande (EA/Maxis), Robin Hunicke (thatgamecompany), Jeb Havens (YouTube...	Mon 10:00AM
<input type="checkbox"/>		<b>Game Structured Hiveminds: Organizing People &amp; Solving Problems with Fun</b> Ben Sawyer (Digitalmill), Jerome Waldispuhl (McGill University), Evan Brown (Entertainment Techno...	Mon 10:00AM
<input type="checkbox"/>		<b>Google Developer Day I (Presented by Google)</b> Lilli Thompson (Google), Punit Soni (Google), Todd Kerpelman (Google), Colt McAnlis (Google), Jar...	Mon 10:00AM
<input type="checkbox"/>		<b>Guidelines for Building Cross-Platform Games</b> Linda Tong (Tapjoy), Martin Chamrad (Craneballs Studios LLC), Kyu Lee (Gamevil USA), Jamil Moledi...	Mon 10:00AM
<input type="checkbox"/>		<b>HTML5 Tutorial Day</b> Rachel Blum (Google), Darius Kazemi (Bocoup), Robert Lockhart (Toy Studio), Mike Dailly (YoYo Gam...	Mon 10:00AM
<input type="checkbox"/>		<b>Learn Better Game Writing in a Day</b> Evan Skolnick (LucasArts)	Mon 10:00AM
<input type="checkbox"/>		<b>Learning to QWOPerate</b> Bennett Foddy (foddy.net)	Mon 10:00AM
<input type="checkbox"/>		<b>Lehr und Kunst mit Perlenspiel</b> Brian Moriarty (Worcester Polytechnic Institute)	Mon 10:00AM
<input type="checkbox"/>		<b>Math for Game Programmers</b> Jim Van Verth (Insomniac Games), Graham Rhodes (Applied Research Assoc., Inc.), John O'Brien (Ins...	Mon 10:00AM
<input type="checkbox"/>		<b>Scrum Essentials Tutorial</b> Clinton Keith (Clinton Keith Consulting)	Mon 10:00AM
<input type="checkbox"/>		<b>Social Game Design 2011: A Year in Review [SOGS Design]</b> Steve Meretzky (Playdom) and David Rohrl (Playdom)	Mon 10:00AM
<input type="checkbox"/>		<b>Usability Boot Camp</b>	Mon 10:00AM



Shared by: sadat@us.ibm.com

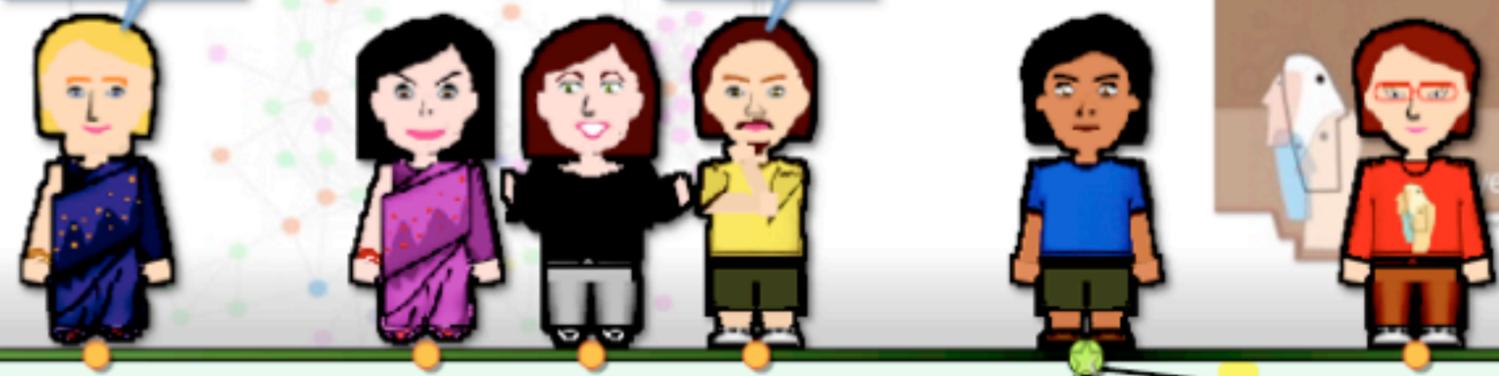
Stop Sharing | Rename | Remove | Download

# Recent Projects



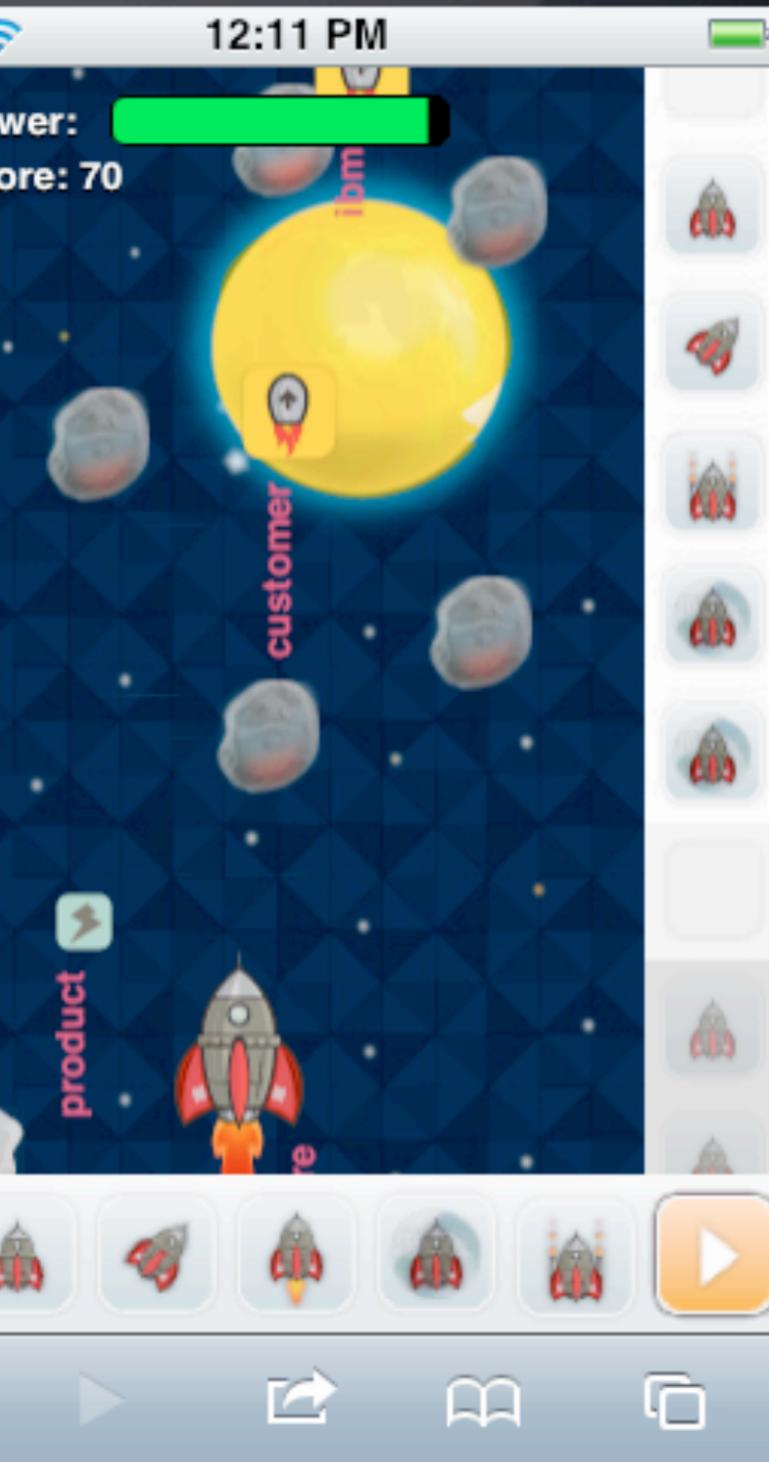
Kate: Nice outfit!

Frank: Hmm...



Kate Ehrlich @ 05:54 smile  
 Fernanda B. Viegas @ 05:54: I'm just looking around  
 Kate Ehrlich @ 05:54: Nice outfit!  
 Frank Van Ham @ 05:54: Hmm...  
 Casey Dugan @ 05:54 look\_surprised

Favorites		Gestures
/clap	?   -	/agree
/raise hand	?   -	/beg
/wave	?   -	/hored



Fix OLYMPUS's scheduling problem.

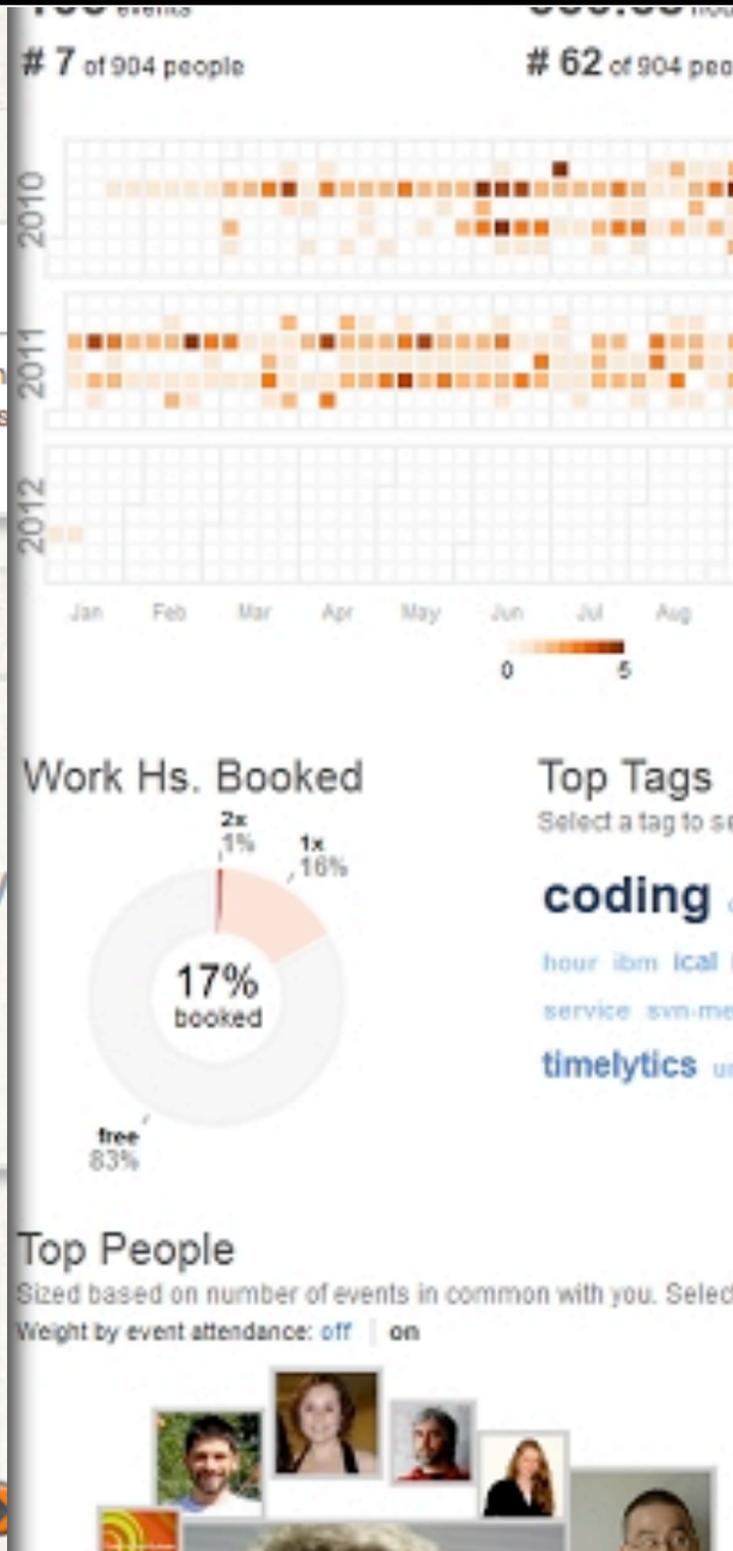
in your subscriptions list and select it to view the organ...  
ts have overlapping times. Copy the overlapping events

## Staff Li-Te

Level: 16 ( Experience: 15 / )  
Cogs recovered: 7 / 24  
Gold: 669  
Career Points: 3

**Problem Solver** (3) **Communicator** (2)

of the Taskmaster



Next... Teatime 52 mins until | Today 3:00pm

Post an event. Example: Customer Workshop Tuesday at 3pm.

uesday 3pm

## Home : Upcoming Network Events

1-12 of 13

Sort by: Date | Title

**Today**

**JP review**  
Werner Geyer and 1 other  
52 mins until | Today 3:00pm

**Tomorrow**

**CUE meeting Cultural Computing Update**  
Li-Te Cheng  
20 hrs 22 mins until | Tomorrow 10:30am

**Wednesday**

**Teatime**  
Werner Geyer and 1 other  
1 day 21 hrs until | Wed Apr 27, 12:00pm

**Thursday**

**Social Software Programmers Lunch**  
Li-Te Cheng  
2 days 21 hrs until | Thu Apr 28, 12:00pm

**Timelytics meeting**





Who is Stoker?

(FOR ONE WELCOME OUR  
NEW COMPUTER OVERLORDS)

\$18 200

\$000 5

Name Li-Te Cheng

## GAME IT WORD PROBLEM

When a worker is at their desktop, they want to get stuff done. How can games help with this process while not getting in the way and still be recognizable as games?

Name Li-Te Cheng

*IT is about integration*

## **GAME IT WORD PROBLEM**

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Name Li-Te Cheng

*IT is about integration*

## GAME IT WORD PROBLEM

When a <sup>people</sup> worker is at their desktop,  
they want to get stuff done. <sup>work</sup>  
How can games help with this process  
while <sup>work</sup> not getting in the way and  
still be recognizable as games?

Name Li-Te Cheng

*IT is about integration*

## GAME IT WORD PROBLEM

When a *people* worker is at their *tech* desktop,  
they want to *work* get stuff done.  
How can games help with this process  
while *not getting in the way* and  
still be recognizable as games?

# IT is about integration.

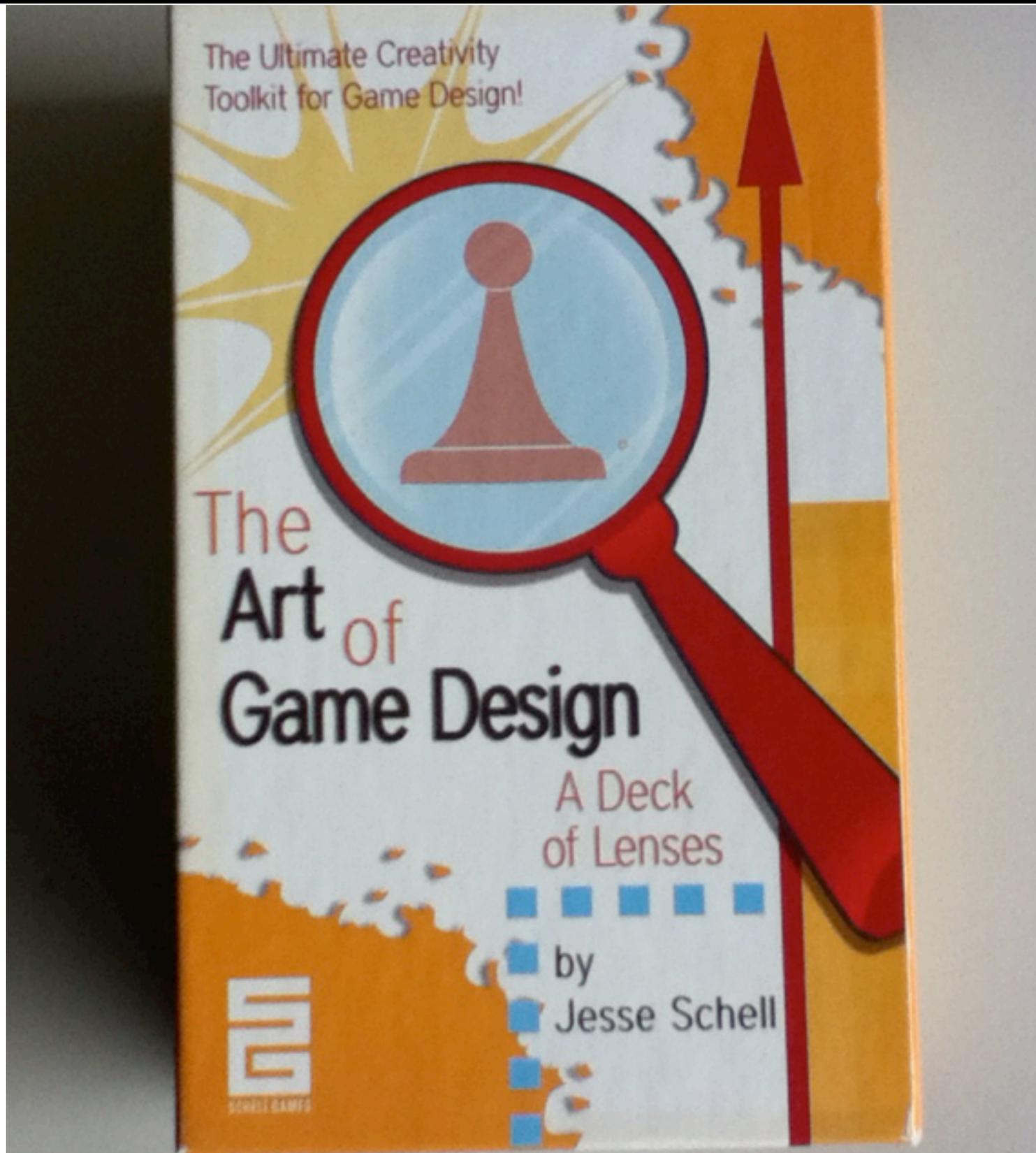
(It's not the only way, but let's focus on this today.)

$$\int \text{GAME } dIT = ???$$

*d UX*

*d GG*

*d ...*



# The Lens of IT Integration



**IT is about integration.  
Ask yourself these questions:**

**How can your game reach  
the *people* you care about?**



# How can your game reach the *people* you care about?

Demographics (role, location, team)?  
Individual motivations and goals?  
Organization culture and values?  
CIO/IT organization's role?



# TAP

Technology Adoption Program  
A place for you to learn, share, contribute and discover.

## My Innovations

You have no updates  
No innovations tried

## Have an Innovation?

Share it with IBM!

## TAP Tags ? options

- 1596 All Innovations
- 280 Developer Tool
- 161 Social Software
- 124 Search
- 93 Mobile App
- 90 Media Content
- 73 Lotus Note
- 68 Sametime Plugin
- 67 Client Focuse...

+ more tags

## Recommended

## Most Popular

## Latest

View More



Lotus Traveler for Mobi  
1031 likes [Like](#)



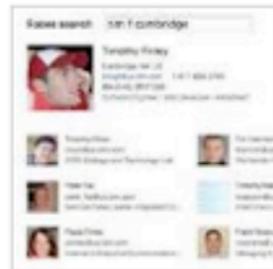
Vacation Planner  
780 likes [Like](#)



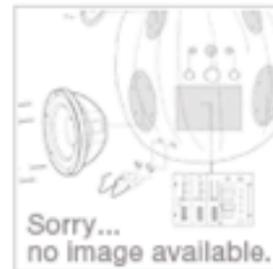
E-mail Signature Gener  
554 likes [Like](#)



Team Analytics  
531 likes [Like](#)



Faces  
411 likes [Like](#)



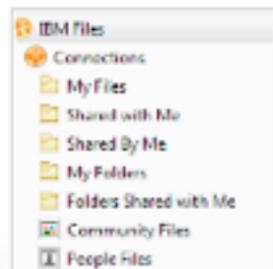
Sametime 8.5.2 for An  
258 likes [Like](#)



Presto!  
248 likes [Like](#)



AppStore  
222 likes [Like](#)



Connectors for IBM Cor



FastList

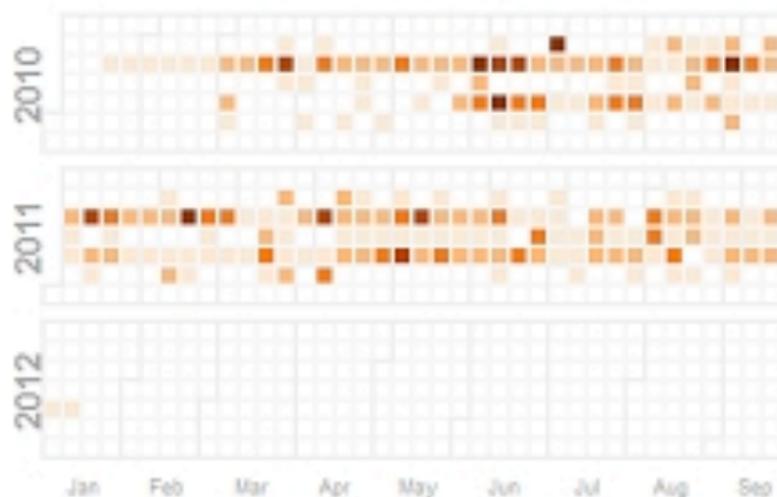


Sametime Contact C...

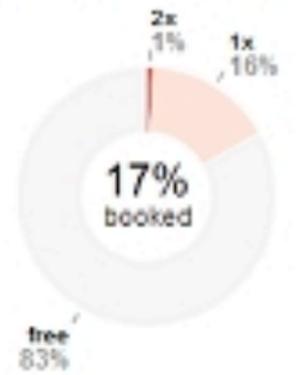


Conference Call Popcc

# 7 of 904 people



Work Hrs. Booked



Top People

Sized based on number of events in common with you. Select a person to view their profile.



# 62 of 904 people



**Werner Geyer**  
 7 Events Posted  
 1 Subscriptions  
 1 Subscribers

Up Next... Teatime 52 mins until | Today 3:00pm

Post an event. Example: Customer Workshop Tuesday at 3pm.

Tuesday 3pm

Extended Form

Home : Upcoming Network Events

1-12 of 13

Previous | Next

Sort by: Date | Title

Copies

Comments

Views

Today

Apr 25



JP review

1

0

2



Werner Geyer and 1 other

52 mins until | Today 3:00pm

Tomorrow

Apr 26



CUE meeting Cultural Computing Update

0

0

2



Li-Te Cheng

20 hrs 22 mins until | Tomorrow 10:30am

Wednesday

Apr 27



Teatime

1

1

2



Werner Geyer and 1 other

1 day 21 hrs until | Wed Apr 27, 12:00pm

Thursday

Apr 28



Social Software Programmers Lunch

0

0

2



Li-Te Cheng

2 days 21 hrs until | Thu Apr 28, 12:00pm

Happening Network

Testing  
 Werner Geyer  
 52 mins until  
 View All

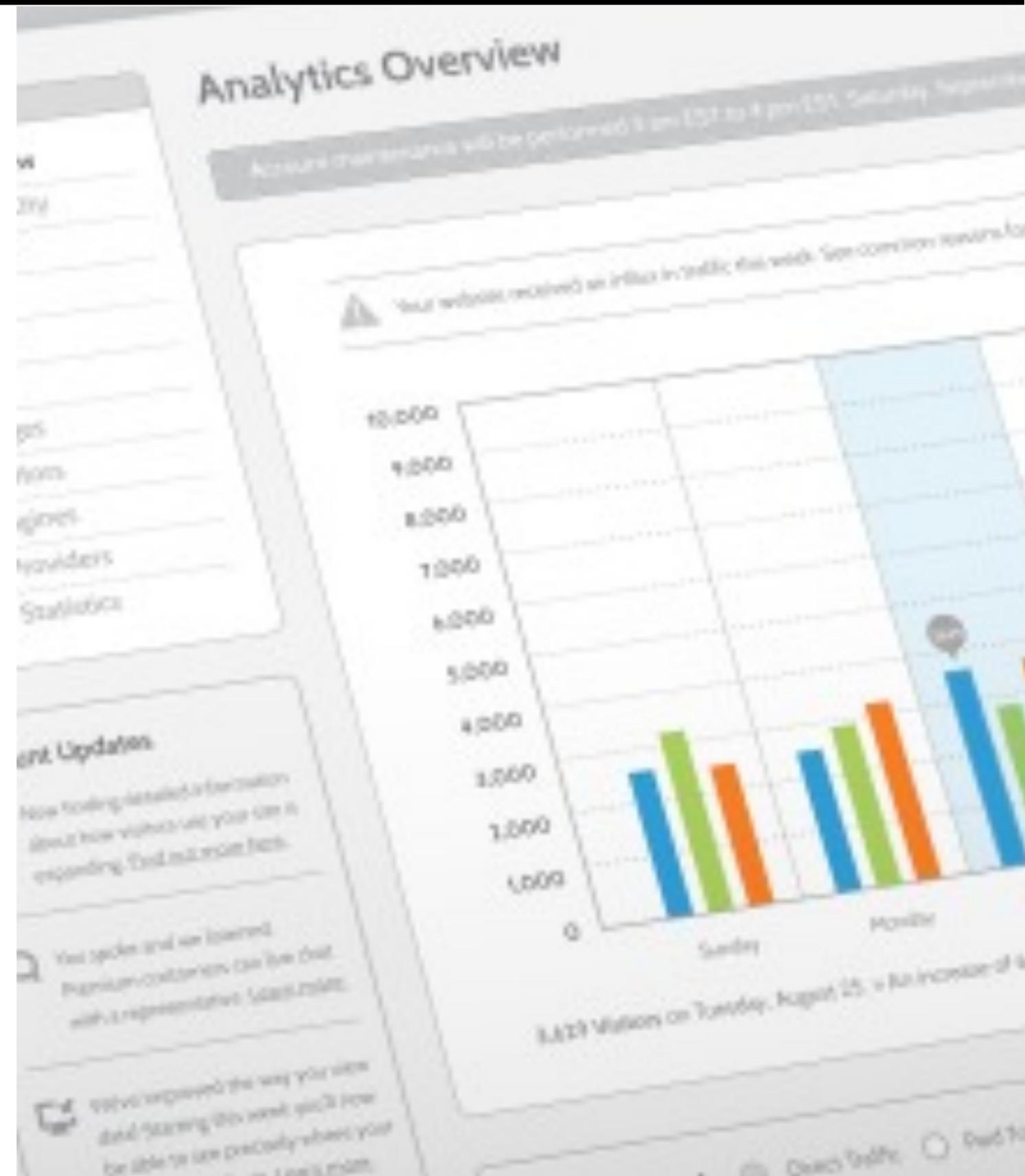
Past Network

lunch  
 Li-Te Cheng  
 Today 12:00pm  
 Check  
 Burge  
 Li-Te Cheng  
 Sat Apr 27, 12:00pm  
 View All

Recent



# Why does your game help with “work”?



# Why does your game help with “work”?

## Doing

designing, coding, building, writing, ...

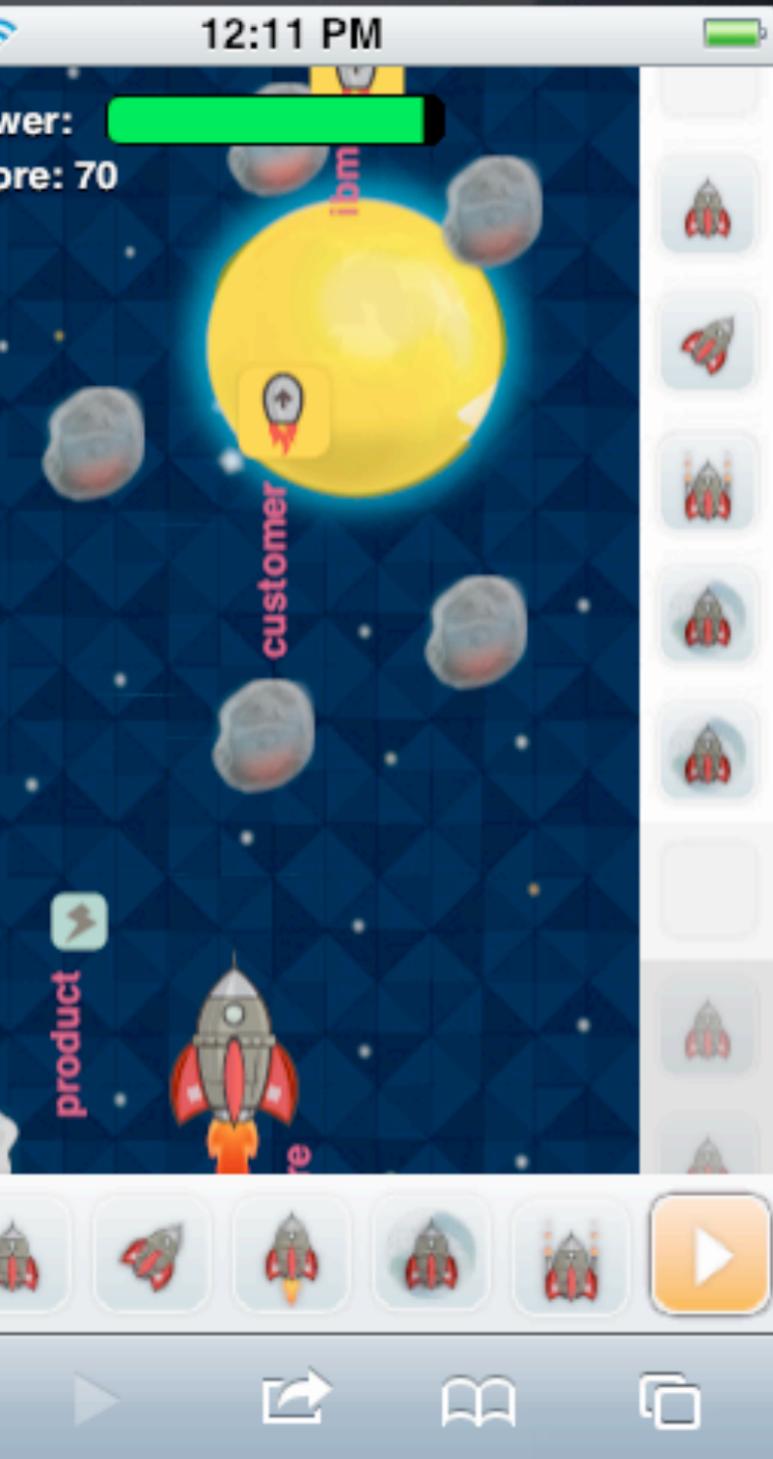
## Measuring

analyzing, experimenting, assessing, ...

## Communicating

selling, reporting, emailing, blogging, ...





**OBJECTIVE:** Fix OLYMPUS's scheduling problem.

Find OLYMPUS in your subscriptions list and select it to view the organization's upcoming events. Two scheduled events have overlapping times. Copy the overlapping events.

**Staff Li-Te**

Level: 16 ( Experience: 15 / 190 )

Cogs recovered: 7 / 24

Gold: 669

Career Points: 3

7% 7% 7% 38% 7%

1 Problem Solver 2 Communicator 3 Taskmaster 6 Interceptor

Path of the Taskmaster — You have 3 career points to spend →

# What *tech* does your game connect with?



# What *tech* does your game connect with?

Public internet or private intranet?

On premises servers or cloud?

J2EE, .NET, COBOL, ...?

Web-based or rich client?

Laptops? Smartphones? Tablets?

Data collection?

Open source? Licenses?

Security? Privacy?

Maintenance and service levels?

**Who manages the tech? Policies?**

**How will your game be deployed?**

**Is it okay to use cool stuff?**



- flower - backup
- flower - full build
- greenhouse - backup
- greenhouse - bluezone dev (test)
- greenhouse - bluezone only (test)
- greenhouse - create deployable zip
- greenhouse - full build
- greenhouse - restore db
- greenhouse - scan logs (greenhouse.lotus.com/time)
- greenhouse - tomcat config
- greenhouse - wipe db
- timelybuildtest1 - apache/tomcat config
- timelybuildtest1 - backup
- timelybuildtest1 - full build
- timelybuildtest1 - restore db
- timelybuildtest1 - scan logs
- timelybuildtest1 - wipe db
- timelybuildtest2 - apache/tomcat config
- timelybuildtest2 - backup
- timelybuildtest2 - full build
- timelybuildtest2 - restore db
- timelybuildtest2 - scan logs
- timelybuildtest2 - wipe db
- timelybuildtest3 - apache/tomcat config
- timelybuildtest3 - backup
- timelybuildtest3 - full build
- timelybuildtest3 - restore db
- timelybuildtest3 - scan logs
- timelybuildtest3 - wipe db
- w3 - apache/tomcat config
- w3 - backup
- w3 - full build
- w3 - restore db
- w3 - scan logs (timeflash.dyn.webahead.ibm.com)
- w3 - wipe db



```

x Elements Resources Network Scripts Timeline Profi
<!DOCTYPE html>
<html lang="en" class="no-js ui-mobile landscape min-width-320px min-w
min-width-768px min-width-1024px">
  <head>...</head>
  <body class="ui-mobile-viewport" screen_capture_injected="true">
    <div id="startPage" data-role="page" data-url="startPage" class="ui
body-c">...</div>
    <div id="mapPage" data-role="page" data-url="mapPage" class="ui-pag
c ui-page-active">
      <div id="map"></div>
      <div id="terrain_0-0" style="left: 0px; top: 0px;" class="tile te
img_grass"></div>
      <div id="terrain_0-80" style="left: 0px; top: 80px;" class="tile
img_grass"></div>

```

Welcome, li-te! Click files to view/edit them, drag and drop new files from your computer, or right click for more options.

[view this project as a web application](#) [view history](#)

[\(view all projects\)](#)

- logs
- nginx-backup
- node\_modules
- snippets
- views
- web
- readme.txt
- server.coffee
- server.js
- startup

readme.txt

```

delorean
=====
Li-Te Cheng, IBM Research 2011

Marty McFly: Wait a minute, Doc. Ah... Are you telling me
that you built a time machine... out of a DeLorean?
Dr. Emmett Brown: The way I see it, if you're gonna build a
time machine into a car, why not do it with some style?
- Back to the Future (1985)

```

an experimental, minimal environment to help a small design team code up awesome html5 mobile games with style!

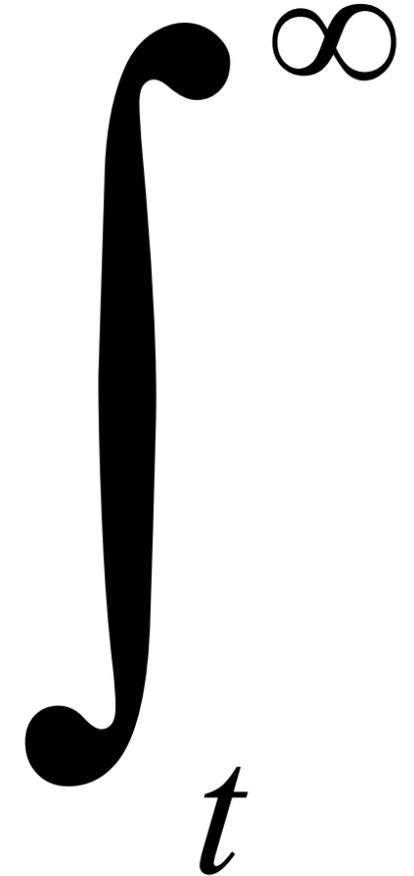
starring:

- \* coffeescript for safe and simple javascripting
- \* jade for minimal and simple html5 templating
- \* stylus for minimal css
- \* socket.io for simple awareness in the filetree
- \* git for automatic versioning
- \* jquery mobile for cross-device mobile web action
- \* node.js for a simple app server environment
- \* nginx for heavy static file serving
- \* codemirror for straight-forward editing

"Planet Cute" art by Daniel Cook (lostgarden.com)

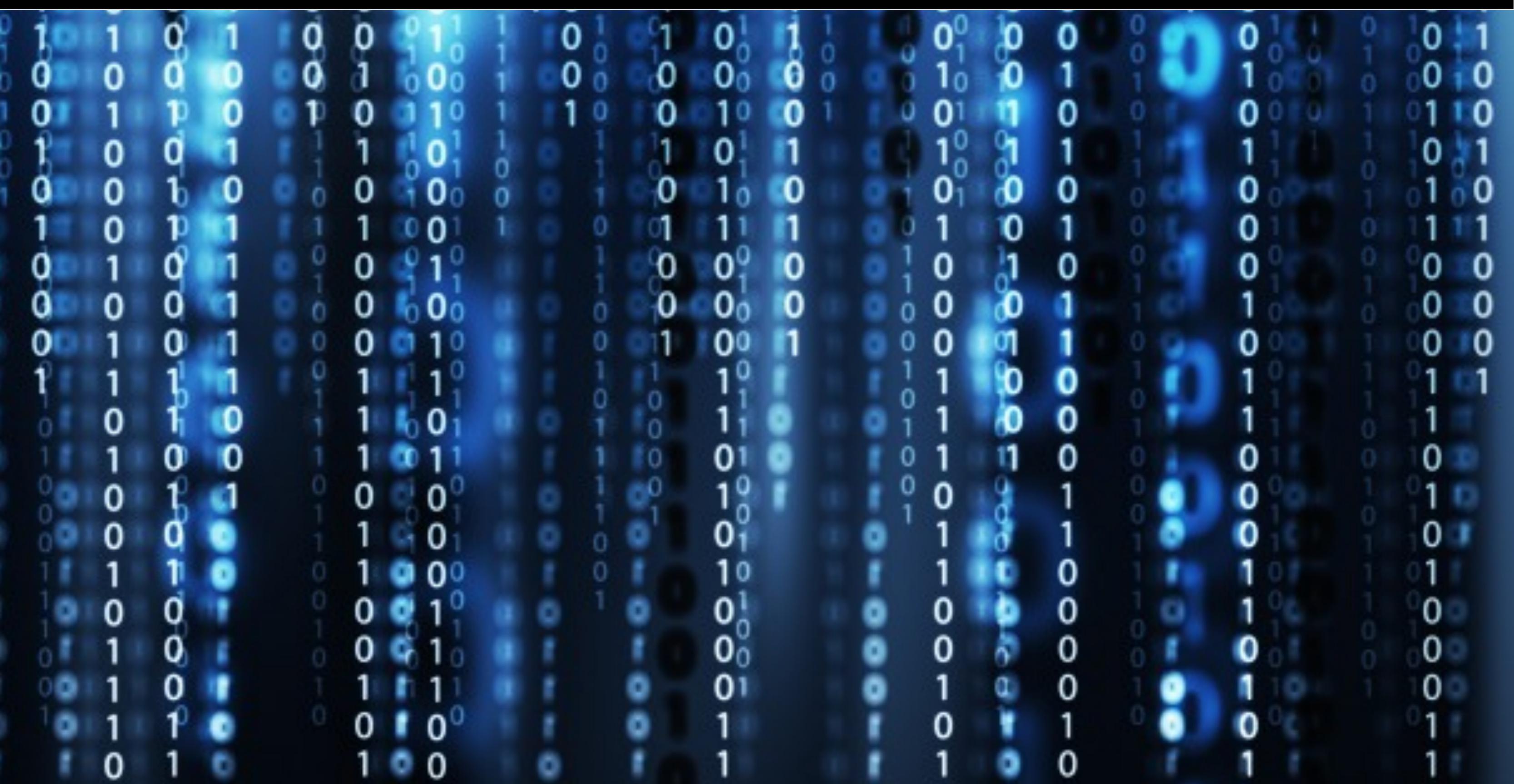
- Enterprise Extensions
- Plans
- Reports
- Source Control
- Work Items

# How will IT evolve, and affect your game?



**VOLUNTEERS  
WELCOME  
PLEASE CHECK AT OFFICE**





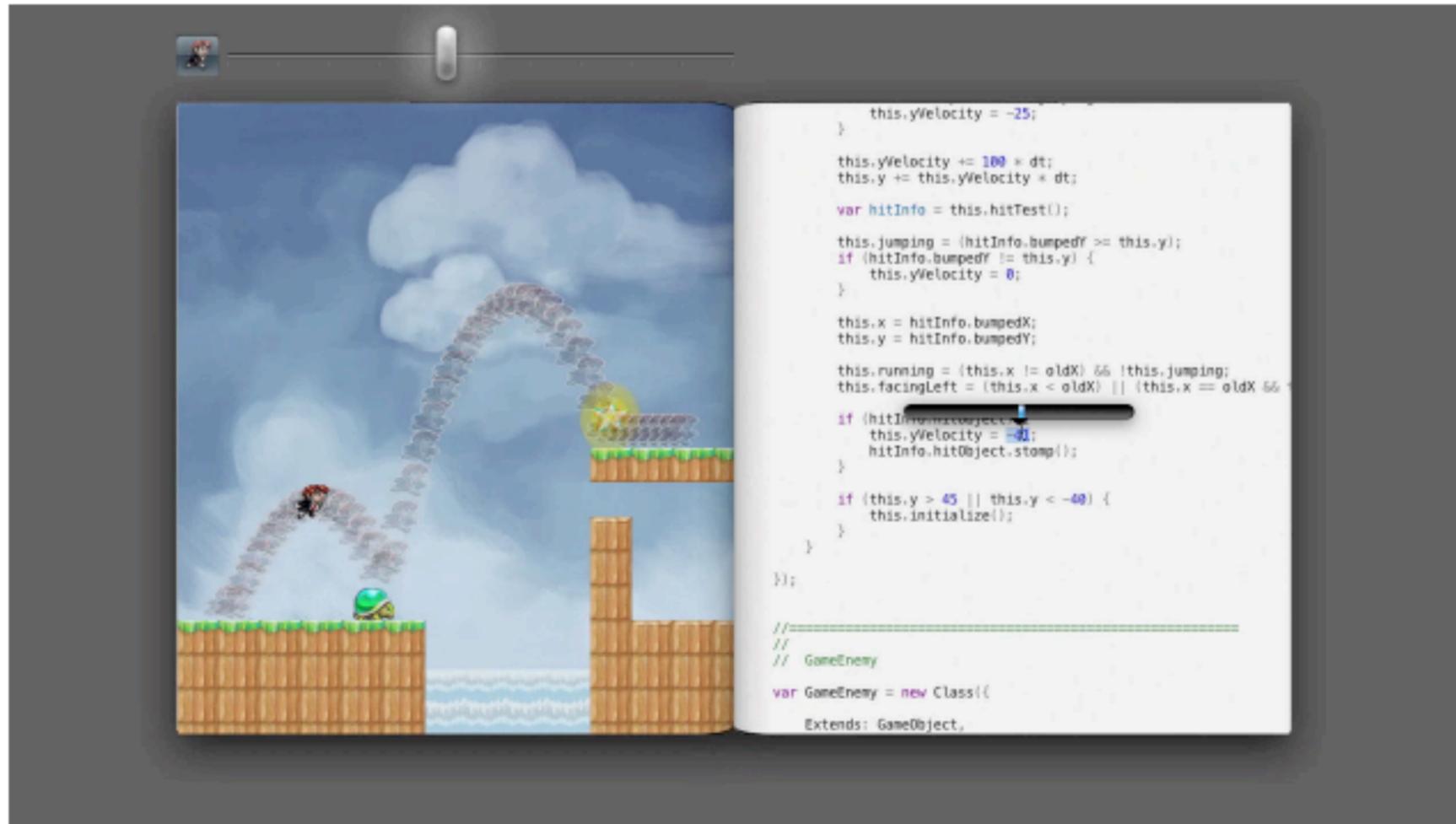
Buring  
complete  
uSEC 2012

# Bret Victor - Inventing on Principle

by CUSEC PLUS  
2 weeks ago



Couch Mode



More

Show me

CUSEC's videos

See all



19. **Bret Victor - Inventing on Principle**  
by CUSEC  
2 weeks ago



18. **Reginald Braithwaite - Beautiful Failure**  
by CUSEC  
1 year ago



17. **Greg Wilson - What We Actually Know About Software...**

Bio: Bret Victor invents tools that enable people to understand and create. He has designed experimental UI concepts at Apple, interactive data graphics for Al Gore, and musical instruments at Alesis.

For more on Bret, see [worrydream.com](http://worrydream.com).

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THIS PACKAGE CONTAINS 20 TABLETS

# RADIONE

Carry this package with you always.

ORIGINATED AND DISTRIBUTED BY  
UNITED RADIUM PRODUCTS CORPORATION  
NEW YORK CITY

STRENGTH OF IRON

# RADIONE

ENERGY OF RADIUM

# Thank you

**Li-Te Cheng**

li-te\_cheng@us.ibm.com

[www.research.ibm.com/social](http://www.research.ibm.com/social)

@ltc