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BIG FUN DEVELOPMENT CORPORATION

Lead: Jesse Jacobson

Key Team Leaders:

Stephanie Chergi

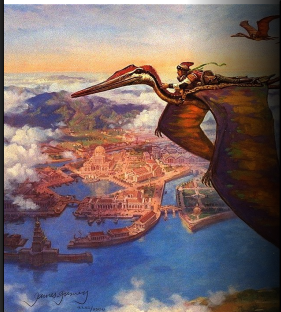


Dov Jacobson



1992

Turner
Interactive



1997

BIG
FUN
DEVELOPMENT



2004

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ASPCA: Fetch



National Institute of Health: Brush Up



NYU Medical Center: Pete Armstrong



Director of National Intelligence: EoR



Acton Entrepreneurship Institute: Lemonade



Acton Entrepreneurship Institute: Price Point

DARPA: Tee Zero



Air Force Research Lab: Avant Guard



Air Force Research Lab: Battlefield Airman



Office of Naval Research: People Kit



US Navy: Swarmada



Army Center for Leadership Influence
Trainer

Vivendi: Meba



Field Museum: I See Sue



Smithsonian Institute: Red, Hot and Blue



National Science Foundation:
Mouseprint



Blue Heat: Nintendo DS - ATV Super Tour



Random House: Lost Symbol



[Passion Project]: Gas Hogs



Simon & Schuster: Pie Jackers



Starlight Six: Drive-In Vasion



TBS: Know The Show: Seinfeld, Friends,
etc.



Microsoft Studios: Hands on Atoms



[IR&D]: Reign of Ronin



Coca-Cola: Vanilla Coke Mystery Game

Coca-Cola: Pop Quiz

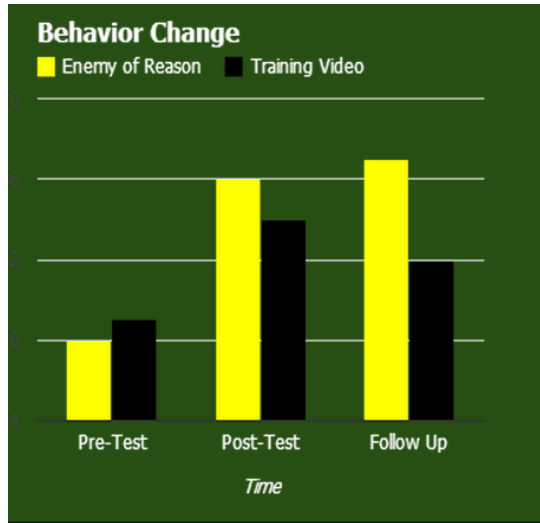
- Collaboration Tools
 - Computer Assisted Mediation/Signoff
 - Early and Iterative Ideation
 - Creative Contention to Consensus
- Manipulative Tools
 - Visualize Abstract Concepts
 - Solve Through Play



- Distributed Workflow
- Behavior Change

24% Bias reduction

ETS designed test
 JHU-APL conducted
 NIST did stats



- SME Collaboration
 - 2013 Boeing Performance Excellence Award
- Structured Cognitive Tools

Level 2 Scene 4

Overview

Ian returns to police HQ where Cookie again puts on the pressure to launch a UAV. She insists on sending it to Spartan City. Stickball, agreeing with his mother, insists on sending the UAV to Beloved City. After Ian is encouraged to consider alternative hypotheses, Stickball reminds Ian that the Capital City Neurolab was infiltrated. Using ACH, Ian must help both of them overcome their biases to determine the true answer.

Type: Confirmation ()

Decision: Ian must help Cookie and Stickball overcome their biases in order to get clear, unbiased advice about where to send the UAV.

Possible Responses:

- Send UAV to Spartan City
- Send UAV to the Capital City Neurolab
- Send UAV to Beloved City

Setup

Elicitation

	Spartan City Made the Neurovirus	Beloved City made the Neurovirus	Neurovirus stolen from Capital City Lab
Spartan City makes public threats	Consistent	Neutral	Neutral
Defector to Spartan City Stole Research	Consistent	Neutral	Neutral
Spartan City lab has no listed personnel	Inconsistent	Neutral	Neutral
Beloved Leader brainwashing tactics	Neutral	Consistent	Neutral
Beloved City focus on euphoria, not bias	Neutral	Inconsistent	Neutral
The Neurolab was infiltrated	Neutral	Neutral	Consistent
Other cities agreed to a weapon ban	Inconsistent	Inconsistent	Consistent
Spartan City suspects	Consistent	Consistent	Consistent

Hypotheses

- Spartan City Made the Neurovirus
- Beloved City made the Neurovirus
- Neurovirus stolen from Capital City Lab
- Spartan City makes public threats
- Defector to Spartan City Stole Research
- Spartan City lab has no listed personnel
- Beloved Leader brainwashing tactics
- Beloved City focus on euphoria, not bias
- The Neurolab was infiltrated
- Other cities agreed to a weapon ban
- Spartan City suspects Beloved City
- Neurovirus requires a rare plant extract

Actions & Dialog

Follows the daily bee for the scene

- On Scene Start
- Start Scene: L2 94 Police HD 5H
- Con: Spartan City 1
- [Confirm 'Spartan City Made the Neurovirus']
- Ian Software: Cookie, remind me why you think it was: Spartan City, ian
- Cookie: Have you already forgotten the TV broadcast? Right after you left, they aired another one, claiming their advanced technology would make them the world's new superpower. Took out Capital City's Finley suspicious if you ask me.
- Jack Anvil: Very troubling.
- Cookie: I'm
- Add hypothesis: Spartan City publicly threatens Capital City with superotech
- The y glow over Capital City with their superior technology

Who made the Red Cloud neurovirus?

INSTRUCTIONS

EVIDENCE

- Beloved City focus on euphoria, not bias
- Other cities agreed to a weapon ban
- Spartan City makes public threats
- Neurovirus requires a rare plant extract
- The Neurolab was infiltrated
- Beloved Leader brainwashing tactics

Break-in

Somebody broke in, setting off the alarm

Extract

Spartan City Made the Neurovirus

Threats

Neurovirus stolen from Capital City Lab

Extract Ban Break-in

Needs

- Informal logic experts
- Group dynamics experts
- Program management

Offers

- Development
- Usability
- Creativity
- Ideas Reduced to Practice

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