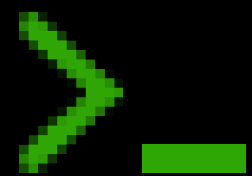


Level Up: Everything you need to know about search, you learned playing video games

Grant Ingersoll

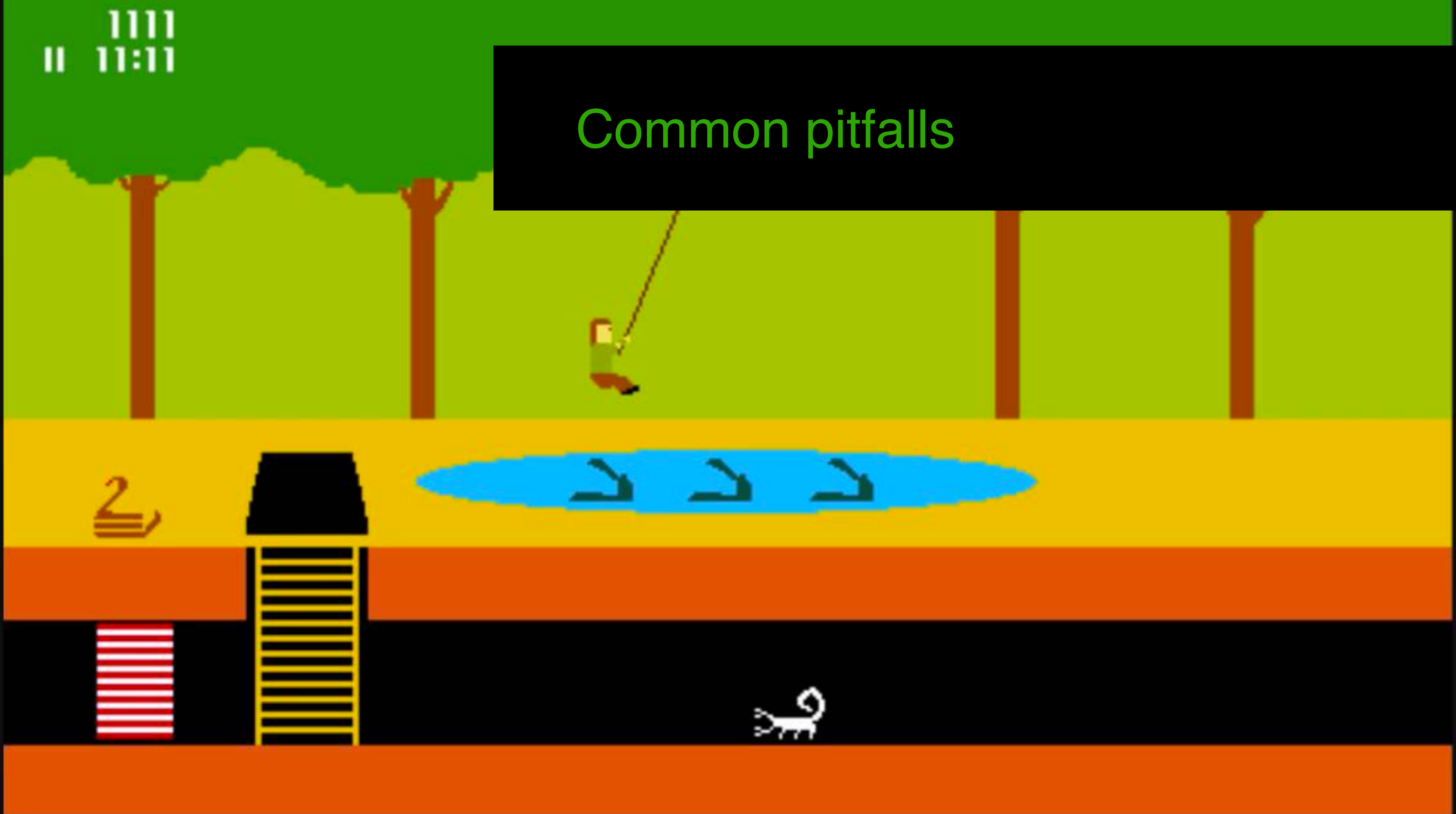
CTO, Lucidworks

@gsingers



1111
11:11

Common pitfalls





UI
> _

INSERT COIN

1 PLAY 1 COIN

2 PLAY 2 COIN

| RANK | SCORE | NAME |
|------|--------|------|
| 1ST | 012000 | AKI |
| 2ND | 009000 | CHI |
| 3RD | 008000 | SEI |
| 4TH | 005400 | NAO |
| 5TH | 004900 | ABG |

NINTENDO

CREDIT 0

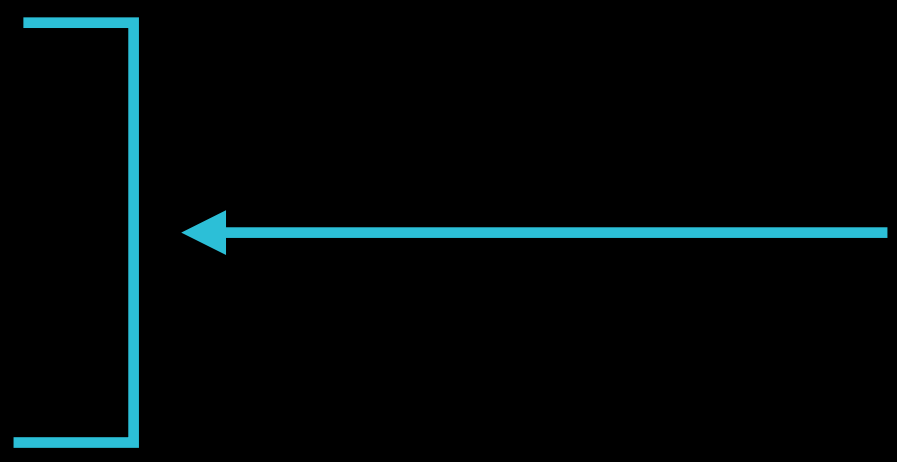
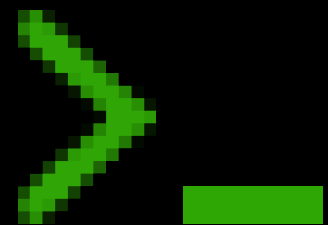


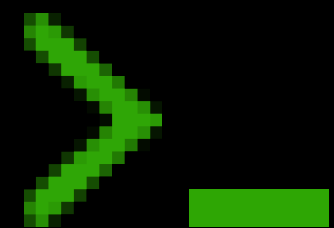
Fig. 1:
Losers?

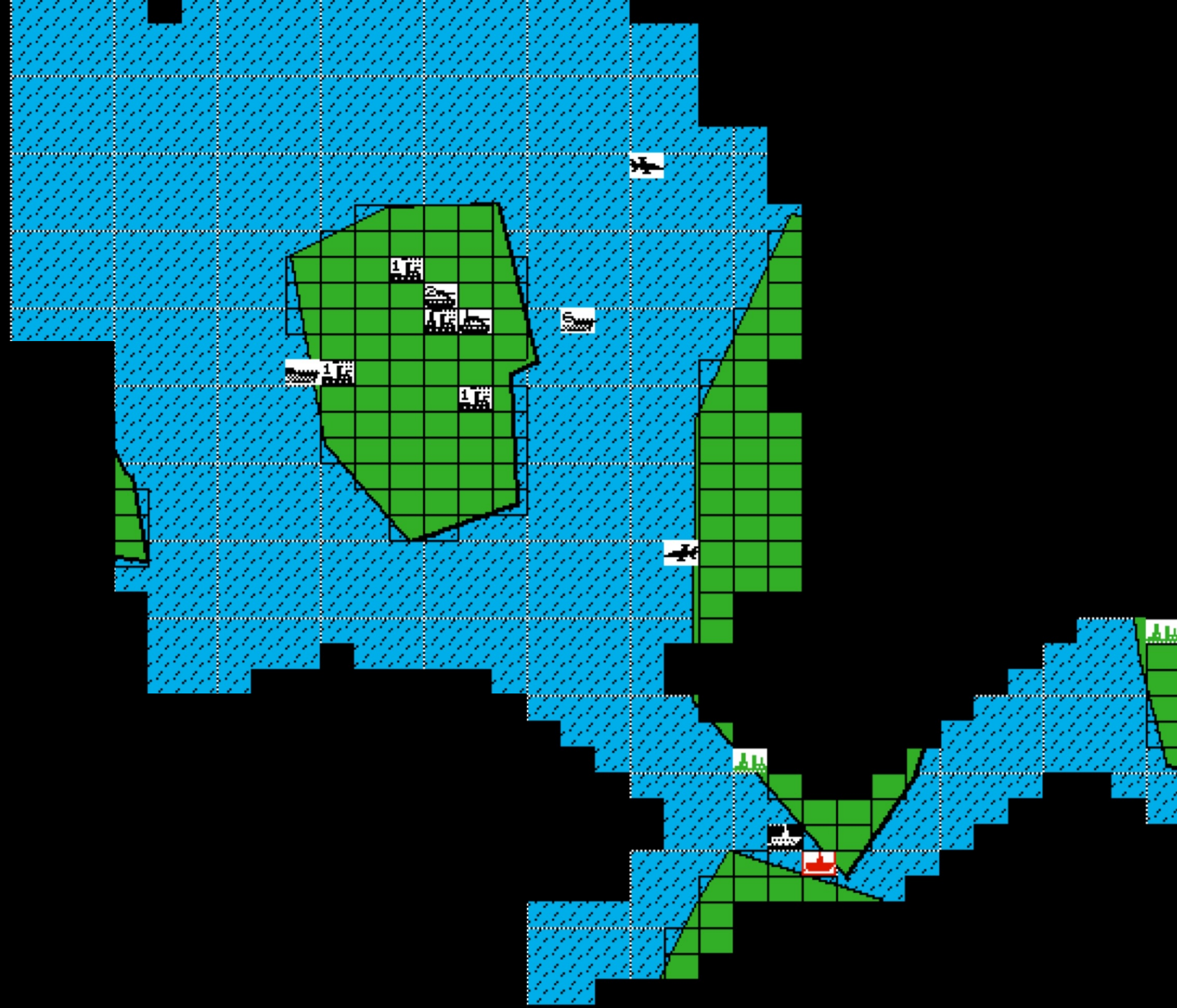
Second is the first loser?



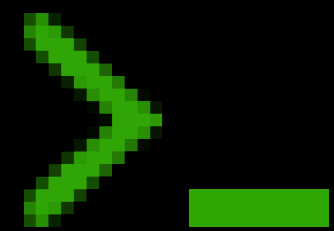


Don't get stuck in the pit.





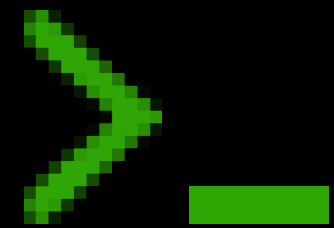
Pet peeve queries



SUPER MEATBOY

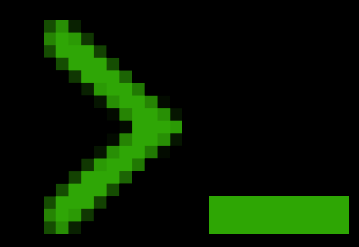


Sometimes you just get lucky!





Assumptions



THANK YOU MARIO!

YOUR QUEST IS OVER.

WE PRESENT YOU A NEW QUEST.

PUSH BUTTON B

TO SELECT A WORLD





DEVs: ALL YOUR DATA ARE BELONG
TO US.



Time is your friend.

Spatial data is everywhere.



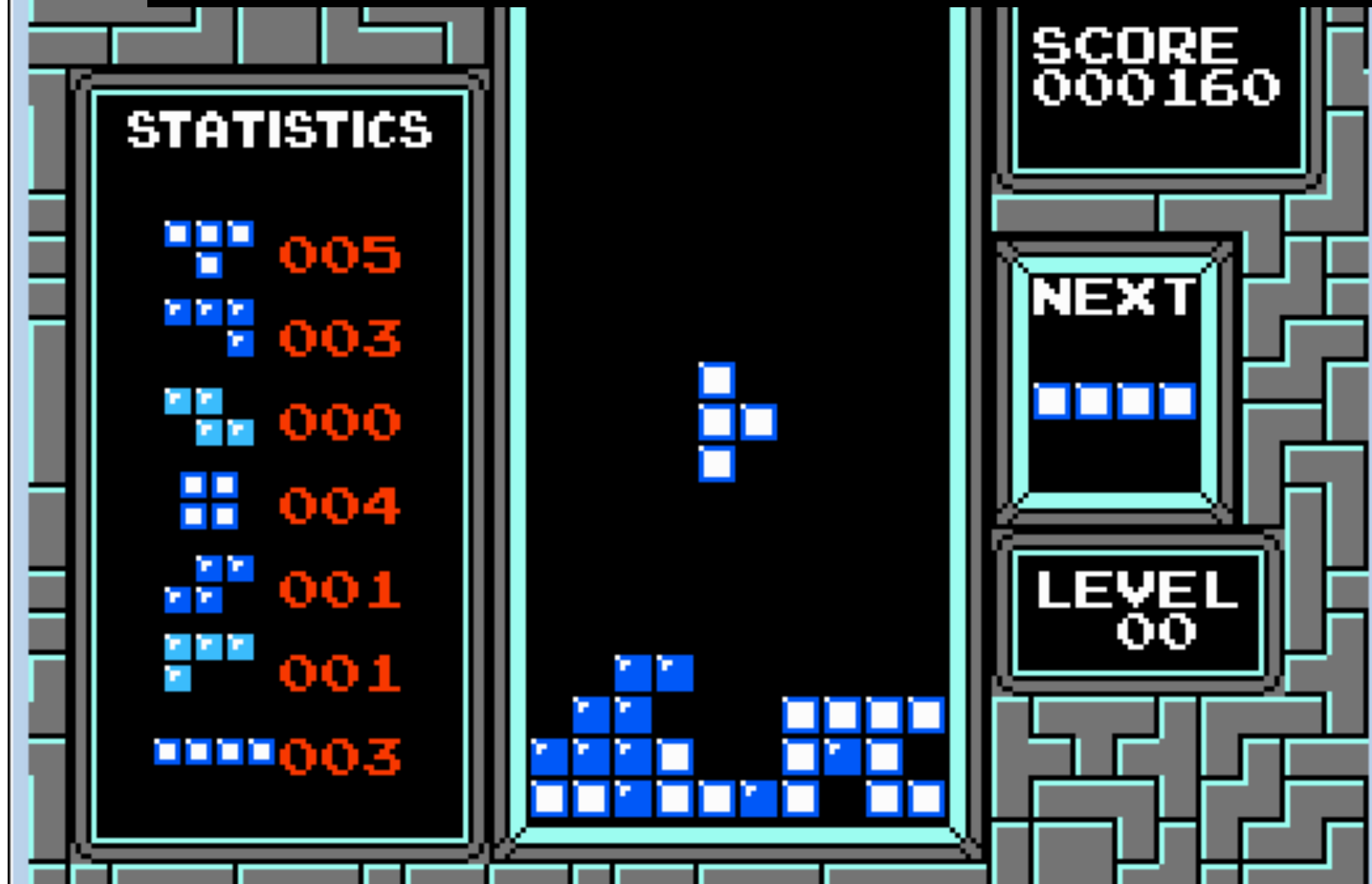


Are you accounting for user behavior?

In my country,
data finds you.



Assemble the pieces.





Zangetsu: Why can't you stop this moon then? Your work is done here, is it not?

Use your voice.



THE QUEST FOR RELEVANCE



What you need...



...is a plan.

Map of the Oregon Trail



Always be learning.

Mountains

Press SPACE BAR to continue



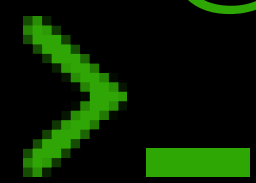
Phoenix

Now, let's see what you're really made of!



Ready for some free play?

Grant Ingersoll
CTO, Lucidworks
@gsingers





Lucidworks