



Learning Lab

© SDA Bocconi School of Management

Learning Lab Product Presentation

HandShake

March 2011

HandShake

Description

An interactive web based negotiation simulator

Scope

To explain inductively the principles of negotiation

Benefit

- Learning by doing
- Extract useful data to analyse behaviours and patterns
- Build theoretical concepts upon experiential learning

HandShake

What it is

An online simulation used to explain inductively the basic principles of negotiation

Participants negotiate over a given scenario via a web interface, exchanging text messages (like emails)

Data extracted from the various negotiations can be shown in class to explain concepts based on their experiences

HandShake

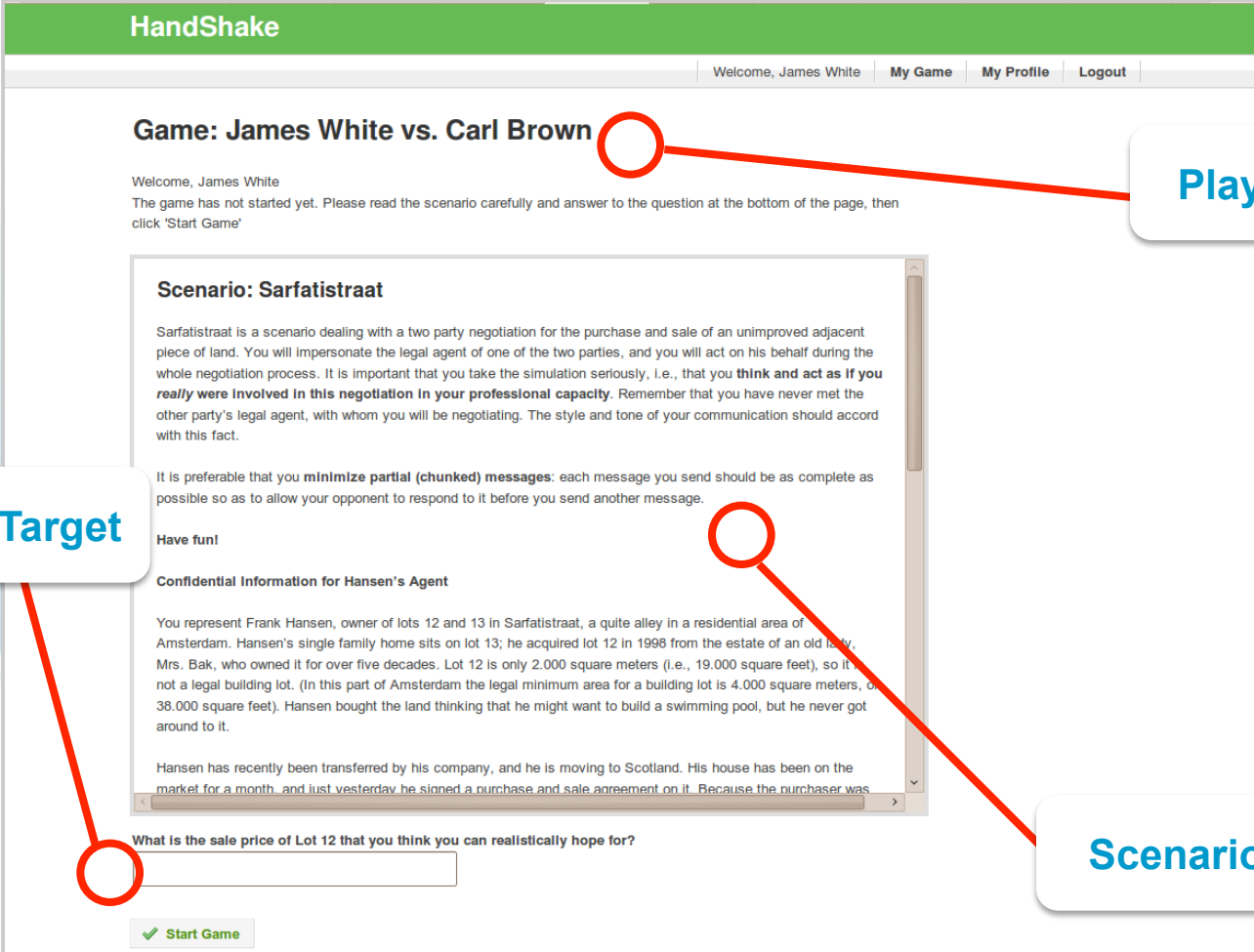
Is aimed at

Helping instructors in creating a playful and experiential learning environment

Helping participants in understanding their behaviours and how they can take advantages from the theoretical principles

Providing participants with an ample set of features that facilitate data analysis and consolidation, assignment discussion, collaborative knowledge creation and 2.0 usage patterns

HandShake



The screenshot shows the 'HandShake' game interface. At the top, a green header contains the title 'HandShake'. Below it, a navigation bar includes 'Welcome, James White', 'My Game', 'My Profile', and 'Logout'. The main content area is titled 'Game: James White vs. Carl Brown'. A welcome message for James White states that the game has not started yet and instructs the user to read the scenario and answer a question at the bottom. The scenario, titled 'Scenario: Sarfatistraat', describes a negotiation for the purchase and sale of land. It includes instructions to minimize partial messages and to act as if the user is a professional. A section of 'Confidential Information for Hansen's Agent' provides details about Frank Hansen's property in Sarfatistraat, Amsterdam, and his recent move to Scotland. At the bottom, a question asks for the realistic sale price of Lot 12, with an input field and a 'Start Game' button.

HandShake

Welcome, James White | My Game | My Profile | Logout

Game: James White vs. Carl Brown

Welcome, James White
The game has not started yet. Please read the scenario carefully and answer to the question at the bottom of the page, then click 'Start Game'

Scenario: Sarfatistraat

Sarfatistraat is a scenario dealing with a two party negotiation for the purchase and sale of an unimproved adjacent piece of land. You will impersonate the legal agent of one of the two parties, and you will act on his behalf during the whole negotiation process. It is important that you take the simulation seriously, i.e., that you **think and act as if you really were involved in this negotiation in your professional capacity**. Remember that you have never met the other party's legal agent, with whom you will be negotiating. The style and tone of your communication should accord with this fact.

It is preferable that you **minimize partial (chunked) messages**: each message you send should be as complete as possible so as to allow your opponent to respond to it before you send another message.

Have fun!

Confidential Information for Hansen's Agent

You represent Frank Hansen, owner of lots 12 and 13 in Sarfatistraat, a quiet alley in a residential area of Amsterdam. Hansen's single family home sits on lot 13; he acquired lot 12 in 1998 from the estate of an old lady, Mrs. Bak, who owned it for over five decades. Lot 12 is only 2.000 square meters (i.e., 19.000 square feet), so it is not a legal building lot. (In this part of Amsterdam the legal minimum area for a building lot is 4.000 square meters, or 38.000 square feet). Hansen bought the land thinking that he might want to build a swimming pool, but he never got around to it.

Hansen has recently been transferred by his company, and he is moving to Scotland. His house has been on the market for a month, and just yesterday he signed a purchase and sale agreement on it. Because the purchaser was

What is the sale price of Lot 12 that you think you can realistically hope for?

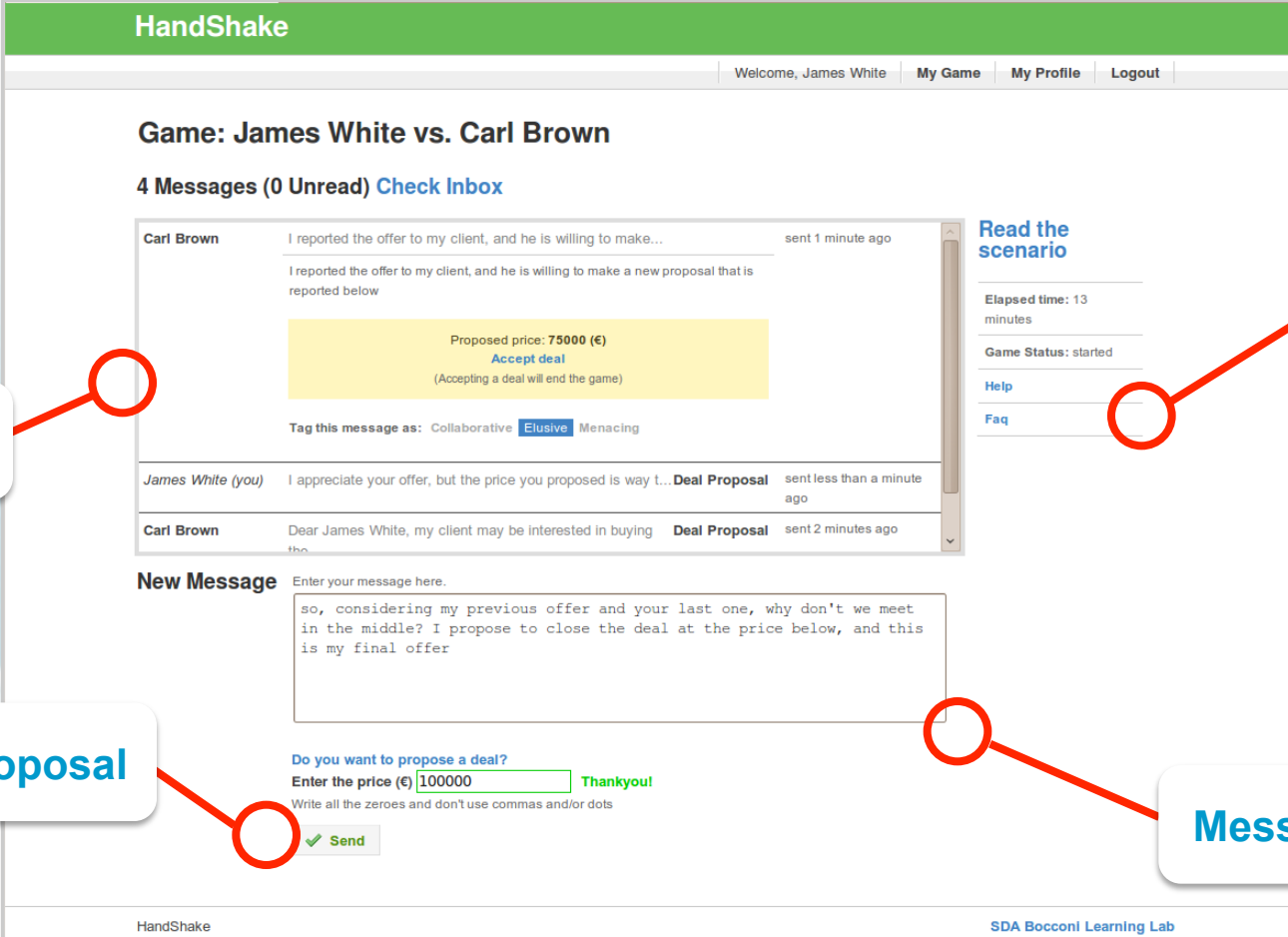
Start Game

Players

Set the Target

Scenario Description

HandShake



The screenshot shows the HandShake game interface. At the top, there is a green header with the title "HandShake" and a navigation bar with "Welcome, James White", "My Game", "My Profile", and "Logout". The main content area is titled "Game: James White vs. Carl Brown" and shows "4 Messages (0 Unread) Check Inbox". The message list includes a message from Carl Brown with a highlighted "Proposed price: 75000 (€)" and an "Accept deal" button. Below the messages is a "New Message" section with a text input field containing "so, considering my previous offer and your last one, why don't we meet in the middle? I propose to close the deal at the price below, and this is my final offer". At the bottom, there is a "Do you want to propose a deal?" section with a price input field set to "100000" and a "Send" button. On the right side, there is a "Read the scenario" section with "Elapsed time: 13 minutes" and "Game Status: started".

Inbox

Deal Proposal

Message Box

Game Info

HandShake

Welcome, James White My Game My Profile Logout

Game: James White vs. Carl Brown

4 Messages (0 Unread) [Check Inbox](#)

Carl Brown I reported the offer to my client, and he is willing to make... sent 1 minute ago

I reported the offer to my client, and he is willing to make a new proposal that is reported below

Proposed price: 75000 (€)

[Accept deal](#)

(Accepting a deal will end the game)

Tag this message as: Collaborative [Elusive](#) Menacing

James White (you) I appreciate your offer, but the price you proposed is way t... **Deal Proposal** sent less than a minute ago

Carl Brown Dear James White, my client may be interested in buying **Deal Proposal** sent 2 minutes ago

New Message Enter your message here.

so, considering my previous offer and your last one, why don't we meet in the middle? I propose to close the deal at the price below, and this is my final offer

Do you want to propose a deal?

Enter the price (€) [Thankyou!](#)

Write all the zeroes and don't use commas and/or dots

[Send](#)

[Read the scenario](#)

Elapsed time: 13 minutes

Game Status: started

[Help](#)

[FAQ](#)

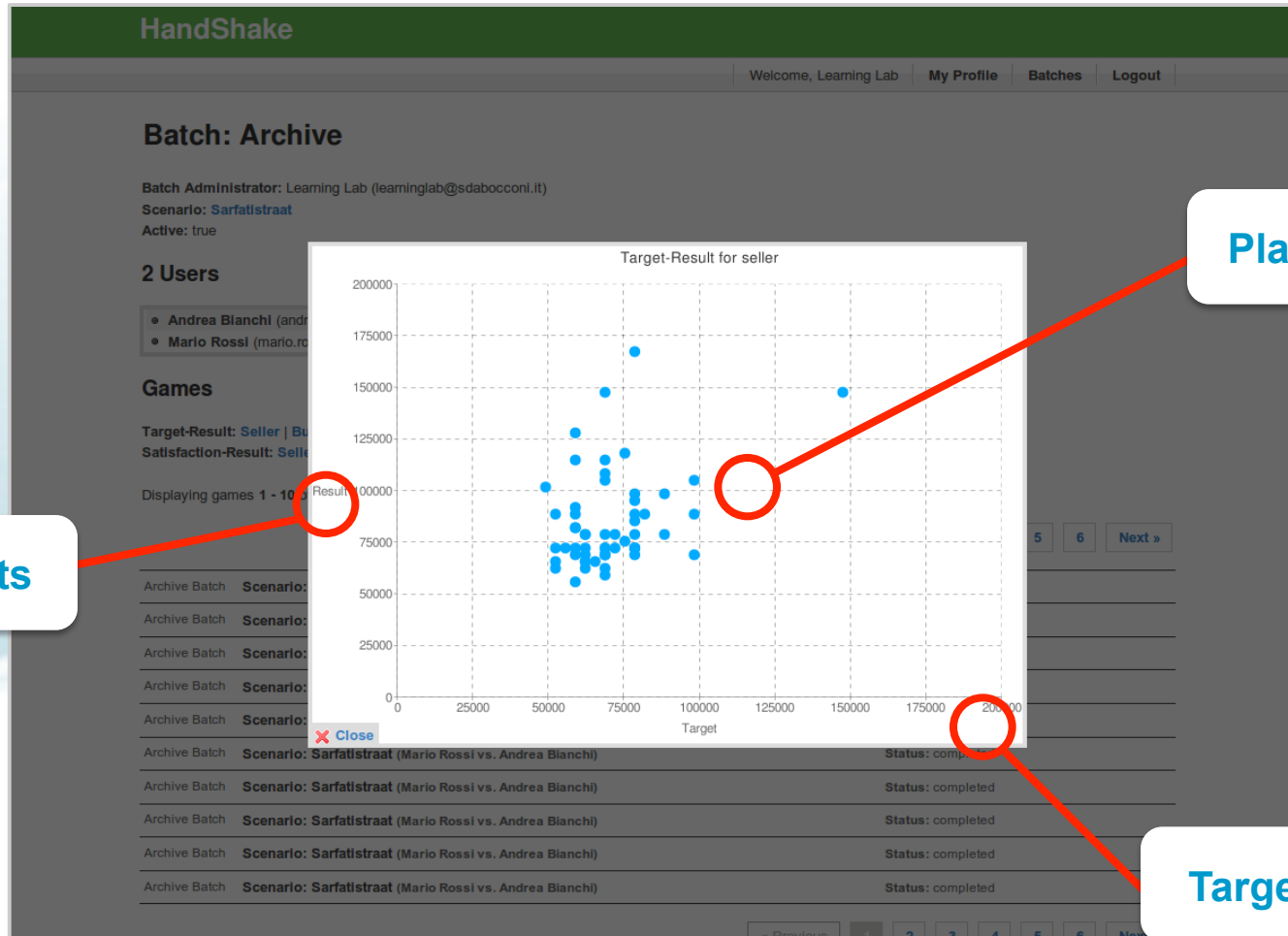
Game Info

Inbox

Deal Proposal

Message Box

HandShake



Results

Played Games

Targets

HandShake

<http://learninglab.sdabocconi.it/handshake>

Contacts

<http://learninglab.sdabocconi.it>

02 5836 2771

02 5836 6026