JUNE 2023

Industry Project

Team name

Jan, Bahaa, Hakan, Henry, Ali & Danna

Problem Space

There are approximately **3.09 billion** active video gamers worldwide with a continuous increase in the social interaction between gamers.

New ways of interacting with others through gaming is top of mind and the gaming industry wants to make sure interactions are *safe*, *fun* and *accessible*.

Secondary Research

50%

of Gen-Z and Millennials believe online experiences are meaningful.

48%

Spend more time online than in the physical world.

40%

Socialize more in video games than in the physical world.

Video game players believe that...

78% think games introduce us to new friendships and relationships./

54% have met people through video games they otherwise would not have met.

53% say video games have helped them stay connected to friends/family

42% have met a good friend, spouse or significant other through video games.

Proto-Persona

Steven is a 30 year old who really enjoys playing video games but the more he plays, the more isolated he feels.
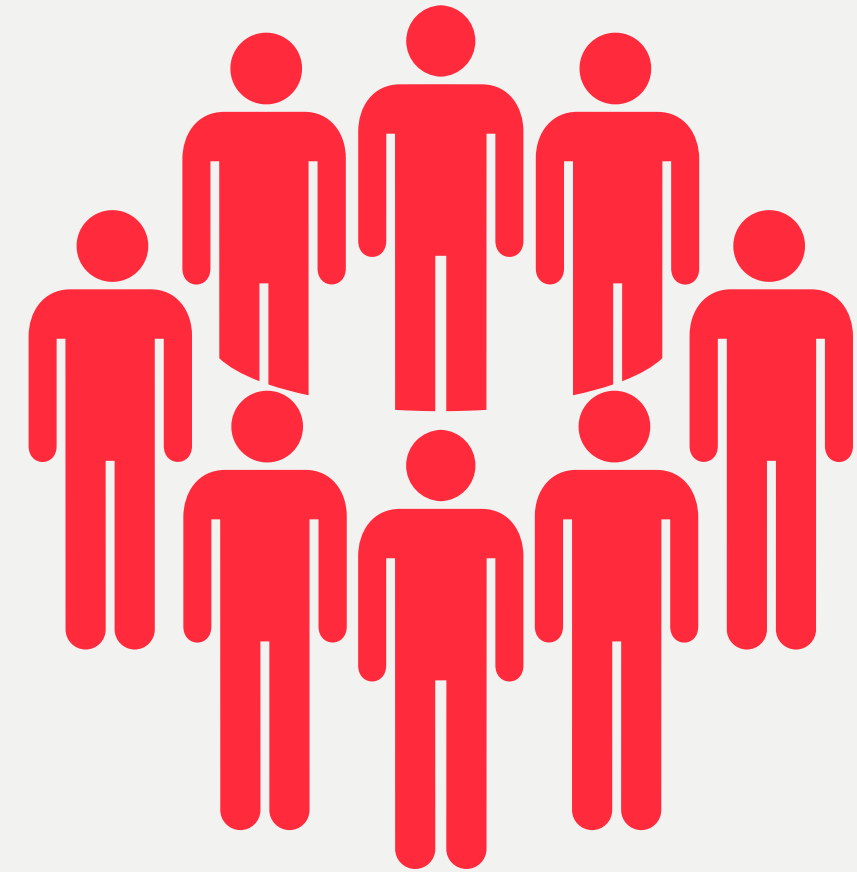
Motivations:
- Wants to play video games to unwind
- Wants to find friends to play with

Pain points:
- Playing video games alone makes him feel isolated.

Competitive Analysis

- **EA App vs.**
  - Steam

  - Blizzard

  - Epic Games

Community Hub:
Ability to share user generated content, share interests and coordinate gaming activities

Solution

- Create a Community Hub in the EA app

    - User generated content

    - Chat rooms

EA Chat

EA

🔍 Search games and add-ons

⌂ Home

🔍 Browse

📚 Library

👥 Community

Community

Home   Forums   Screenshots   Artwork   Reviews   **EA Chat**

Recommended Chat Rooms

+ Create

TBirds-OldSchool
6 active gamers

Join chat room

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut al

Shooter   Competent   Campaign

Kickin' Assphalt
4 active gamers

Join chat room

Lorem ipsum dolor sit amet, adipiscing elit, sed do eiusmod tempor incididunt ut labore dolor sit amet, consectetur dolor sit amet, consectetur

Racing   Proficient   Multi-player

⤓ Download manager

😊 smellmypwnage ⌄

Friends 0/9   👤⁺

malloclolol

Prakzoo

skaterboi102

themAAdvillain

yungdraco420
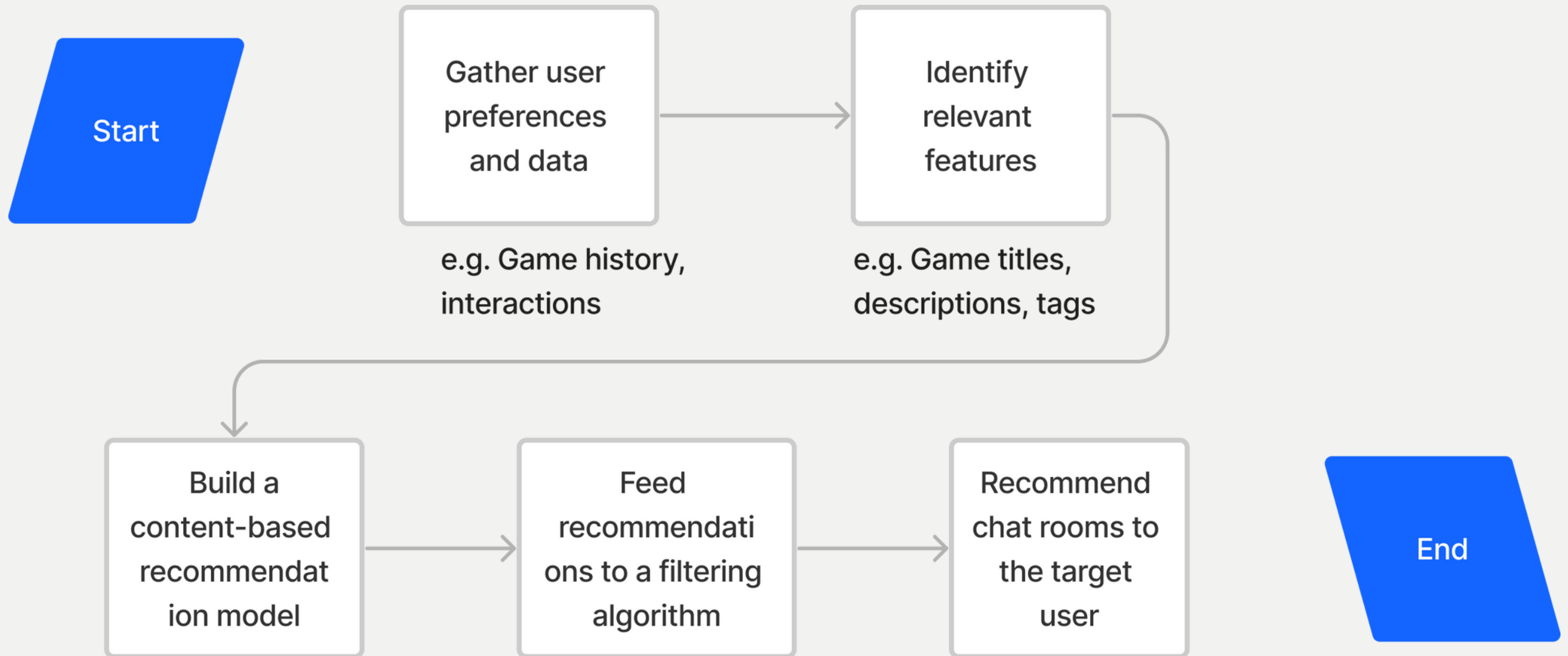
🔗 IMPORT FRIENDS   ✕

▷ PlayStation
✓ No friends found

Steam
Import friends fro...

Xbox
Import friends fro...

Recommendation System Flowchart

Start

Gather user preferences and data

e.g. Game history, interactions

Identify relevant features

e.g. Game titles, descriptions, tags

Build a content-based recommendation model

Feed recommendations to a filtering algorithm

Recommend chat rooms to the target user

End

Demo

Future Features
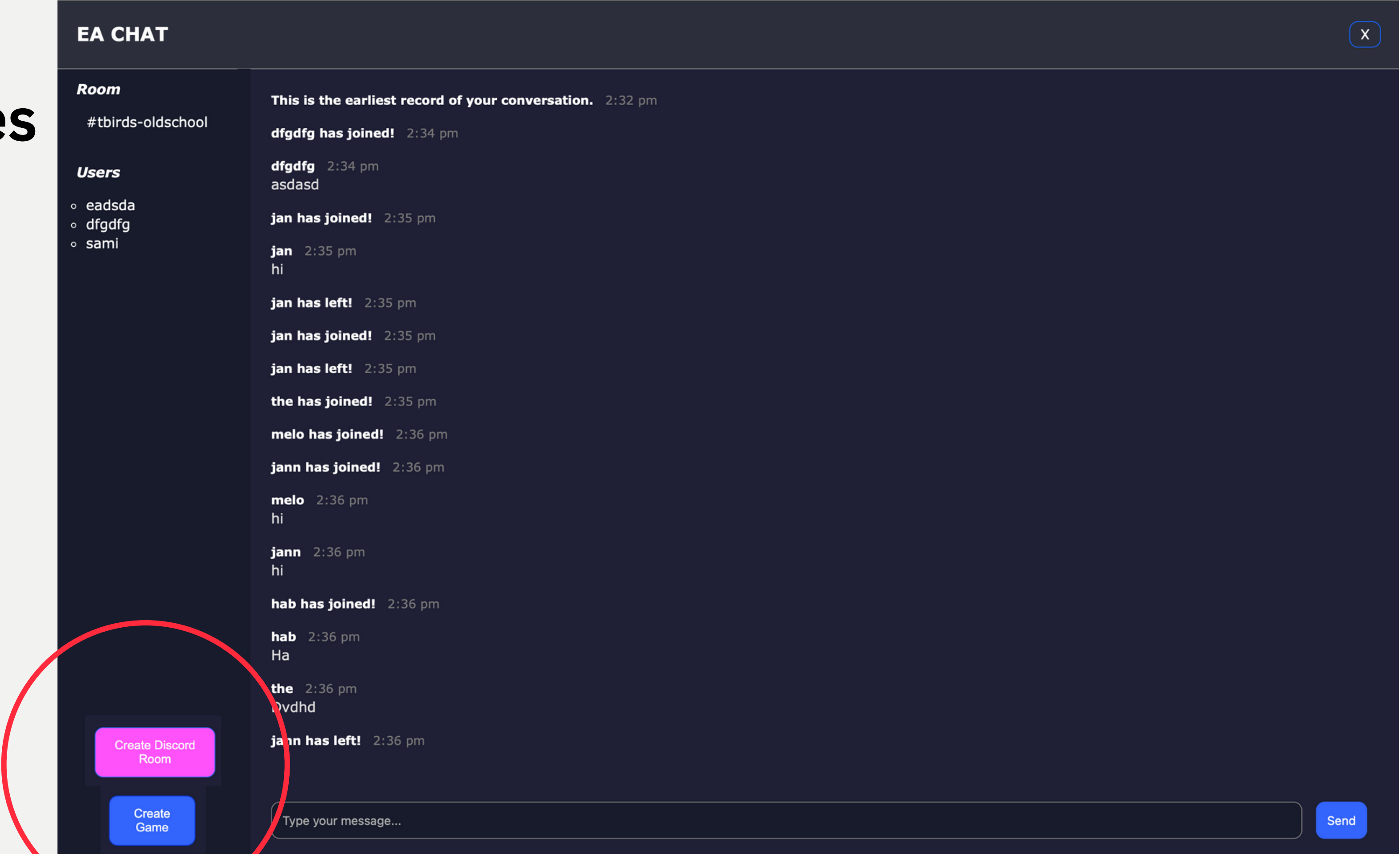
How will we measure success?

Increasing Customer Retention Through Community

- UGC on websites boosts return visitors by 20% and increases time spent on site by up to 90% – <u>M2 Technology</u>

- UGC posts on social media receive 28% higher engagement than standard brand posts – <u>M2 Technology</u>

- 74.5% of consumers feel more valued with access to an online community – <u>HigherLogic</u>

Thank you!