

## Domain Description

The purpose of cataloging applications in a toys and games domain would be to provide an organized repository for tracking, managing, and analyzing collections of toys and games. These systems allow consumers, retailers, and manufacturers to manage inventory, pricing, trading, and accessibility to information about diverse products. The scope ranges from simple personal collection tracking to robust solutions for large retailers.

Key characteristics of this domain include diverse product categories (e.g., board games, action figures, puzzles, trading card games, educational toys, and digital games). Data structures must support categorization (e.g., by type, company, theme/genre, or platform) and offer flexibility to accommodate rapidly changing trends.


The 2023–2032 trends project the following compound annual growth rates (CAGR): board games at 12.45%, action figures at 9.12%, puzzles at 1.50%, trading card games at 5.00%, educational toys at 8.47%, and digital games at 16.40%.


The Steam app serves as a cataloging application for digital games and a digital distribution storefront developed by Valve Corporation. It uses a tag-based system to organize its extensive selection of games. Both developers and users can assign descriptive keywords, or tags, to games. These tags cover genres (e.g., "RPG," "Shooter"), gameplay mechanics (e.g., "Co-op," "Turn-Based"), themes (e.g., "Fantasy," "Post-Apocalyptic"), player experiences (e.g., "Relaxing," "Difficult"), and player modes (e.g., single-player, multiplayer, co-op). This dynamic tagging system helps users discover and explore games that match their preferences.

## Stakeholder

### **Patrick Trainor**

*Managing Director, RBC Capital Markets – Investment Division Operations*

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Relevance: As Managing Director Of The Royal Bank of Canada Capital Markets Investment Division Operations, His role impacts market trends, including investments in the toy and game industry, shaping business growth and innovation

### **Sam Wankowski**

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Relevance: As Chief Merchandising Officer, he influences retail product selection, pricing, and supplier partnerships.

### **Andrea McAuley**

*Superintendent of Equitable Education - Inclusive Student Services DDSB*


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Relevance: As Superintendent of Equitable Education, she is at the forefront of inclusive education and utilizing unique methods to incorporate Toys and Games into Education:

### **Tim Kilpin**

*President, Toy, Licensing & Entertainment at Hasbro*

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Relevance: As President of Toy at Hasbro, Tim is an expert in the domain and understands Market Trends, Distribution and innovation.

### **Anna Yudina**

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Relevance: Anna is the Director of Marketing at the Toy and Game Trade Association and an Expert in marketing and connecting Retailers and Suppliers.

## Glossary

Term	Description	Relevance
Board Games	A tabletop game that involves cards, characters, pieces, etc.	Organized to display detailed instructions on how many players, rules, duration, etc.
Puzzles	A game, toy, or problem designed to test knowledge and cleverness	Toys and games use puzzles as a method of problem-solving
Digital	Digital toys and games use electronic devices, allowing them to be interactive	Digital games/toys require software programs to keep the product working
Trends	A general direction in which something is developing or changing	Trends shape what products become popular
Physical	Toys and games are interacted with directly, such as action figures, board games, puzzles, etc.	Many toys and games involve hands-on, where users are engaged in physical play
CAGR	Compound Annual Growth Rate is used to measure the mean annual growth rate of an investment, business, or market	It is relevant to the industry since it is a key metric used to measure the growth and decline of the market
Multiplayer	Games that involve multiple players to interact	Creates social interaction with others online
Entertainment	The action of providing or being provided with amusement and enjoyment	What products are designed for enjoyment, excitement, and engagement
Licensing	Companies have legal authorization that allows them to use certain characters, names, movies, shows, brands, etc.	Makes sure franchises are meeting the legal requirements without getting copyrighted
Animation	Toys and games that have animated characters or scenery to showcase a story	Engages the users by animating characters, media, story, etc.
Game Console	An electronic device made for playing games, typically connected to a television or display	Serves as a platform for interactive digital entertainment
User Interface	Refers to the space where interactions between humans and machines occur	Certain games use digital screens, voice commands, or sensors
Franchises	Have games/toys from certain brands	Consumers can narrow down

	creating an organized category	related products within the same franchises
User Experience	Refers to the overall experience that someone has when they interact with the game/toy	Making sure the user experience is positive by improving the toys/games for engagement and satisfaction
Metadata	Used as information to describe the toys/games to keep it organized by categories	Creates categories such as release date, publisher, age ratings, system requirements, etc.

## Sources

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# Elicitation Plan

Vithunan: *Leading Speaker (Asking Questions)*

Tony: *Market Trends*

Tisha: *Safety and standard regulations*

Omar: *Consumer needs and expectations*

Abdullah: *Contacting and researching stakeholders*

- 1) What are the most essential features of the website?
- 2) How frequently does the data in the catalog need to be updated?
- 3) What level of customization does the user expect?
- 4) Does the customer want an app or a website? Or both?