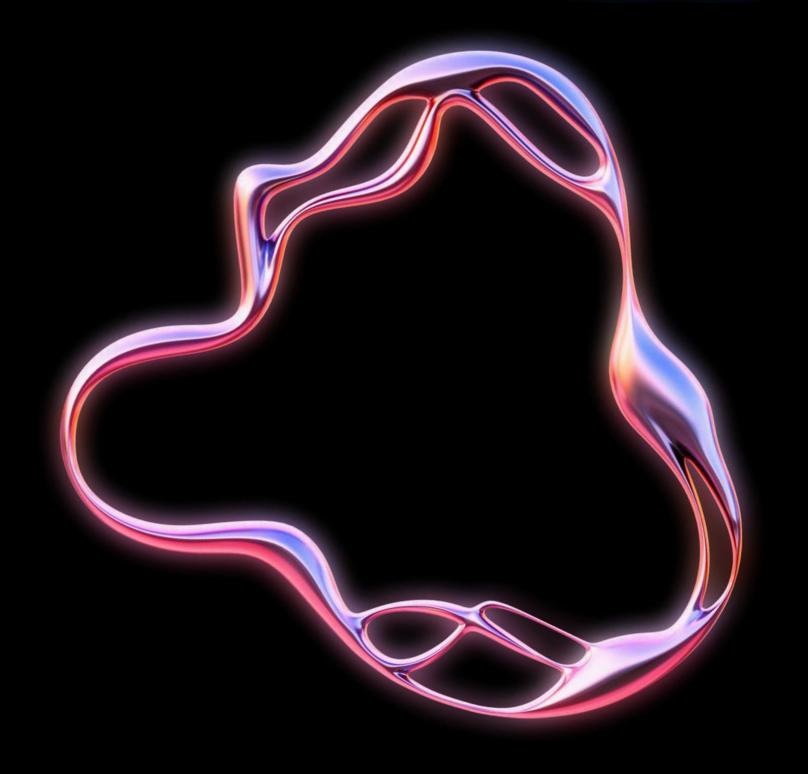++++++

X X

DECODING THE FUTURE: ILLUMINATING GAMING'S HIDDEN SIGNALS

X X

++++++

SITUATIONAL ANALYSIS

WHO PLAYS AND WHY

MOTIVATION

skills development

recreation

social motivation

coping

competition

fantasy

escape

PROFILES

01 **SOCIALIZERS**

Enjoy making social
connections in games

03 **PHILANTHROPISTS**

Enjoy contributing without
paybacks & are driven by the
sense of purpose

02 **FREE SPIRITS**

Enjoy to explore, create,
and embark on their own
journey

HEXAD model (Andrzej Marczewski, 2013)
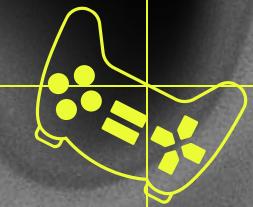
PROFILES

04 **ACHIEVERS**

See challenges as an
opportunity to prove themselves

06 **DISRUPTORS**

Enjoy shaking up the gamified
system

05 **PLAYERS**

Will do whatever it takes to
earn a reward within a system

HEXAD model (Andrzej Marczewski, 2013)

SITUATIONAL ANALYSIS

GAME DESIGNS & NEEDS SATISFACTION

"THE REASON FOR THE MASS EXODUS TO VIRTUAL WORLDS IS THAT VIDEO GAMES ARE INCREASINGLY FULFILLING GENUINE HUMAN NEEDS"

(McGonigal, 2011)

What are the game designs that satisfy player's needs ?

01 SOCIAL NEEDS

- text and voice chats
- online communities
- multi-player instance dungeons

02 SELF-ACTUALIZATION

- leader boards
- badges

03 ESCAPISM

- physical stimulation
- AR, VR
- controller feedback
- motion tracking

SITUATIONAL ANALYSIS

HYPOTHESIS DEVELOPMENT

The popularity of genres may evolve along with the **topics or situations prevalent during that time.**

The trend emersion and behavior change could arise from **addressing a deficiency** present **in the past.**
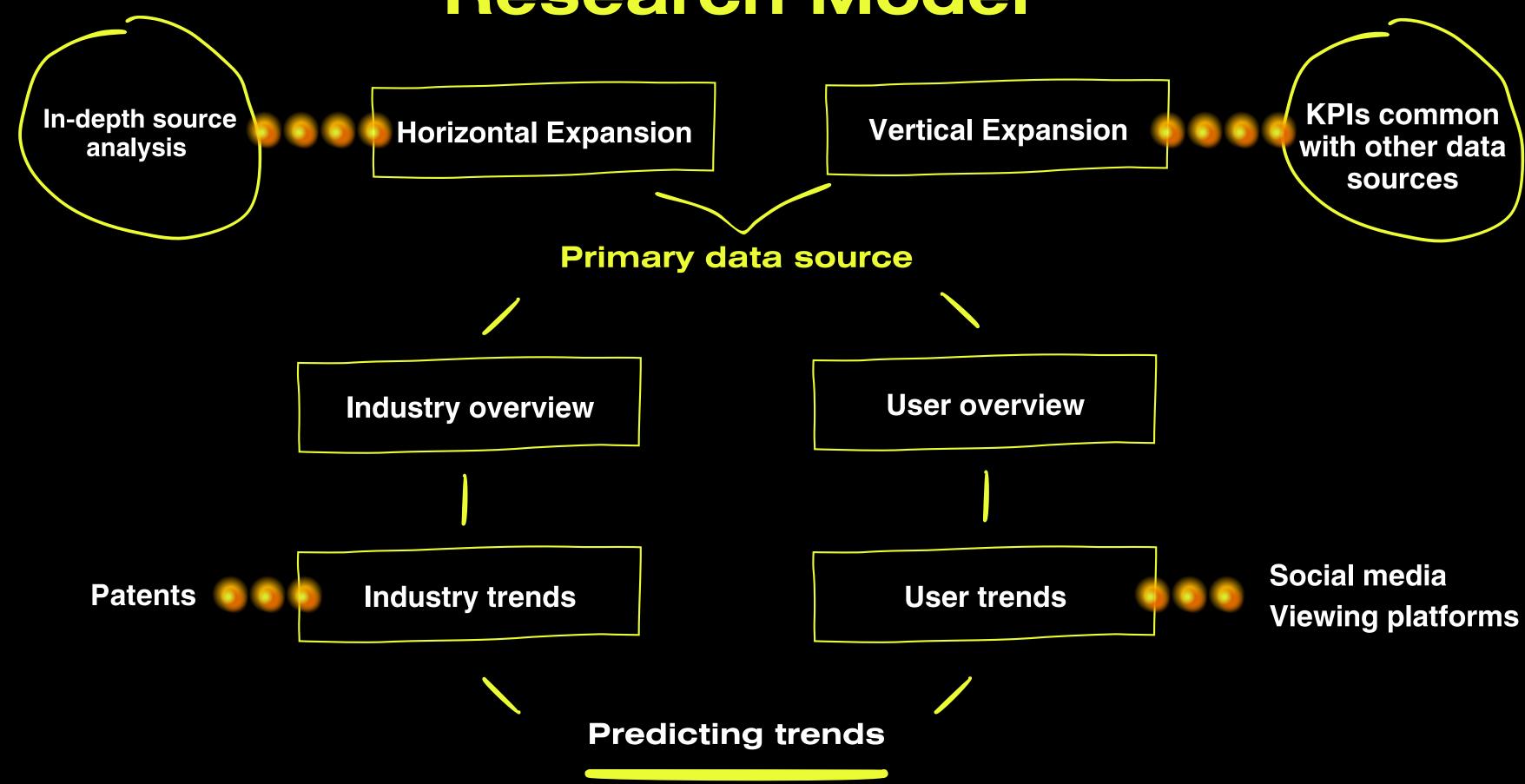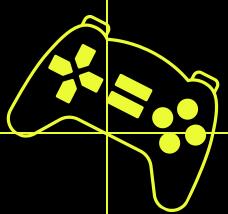
SOURCES OVERVIEW

Research Model

In-depth source analysis

Horizontal Expansion

Vertical Expansion

KPIs common with other data sources

Primary data source

Industry overview

User overview

Patents

Industry trends

User trends

Social media
Viewing platforms

Predicting trends

DATA COLLECTION

PRIMARY SOURCE

STEAM

76,900 data points collected

73 industry-defined labels

400 user-defined labels

3 major categories:

- game genre

- game category

- game tags

SECONDARY SOURCES

5000 textual **data points** collected across **21 subreddits** within **2014-2023**

Cleaned & preprocessed for noise removal

100 top games selected from within **5 datasets**

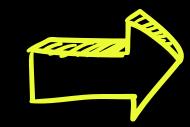Data from **sullygnome.com,** with manually added tags

DATA ANALYSIS

RECOGNISING PATTERNS
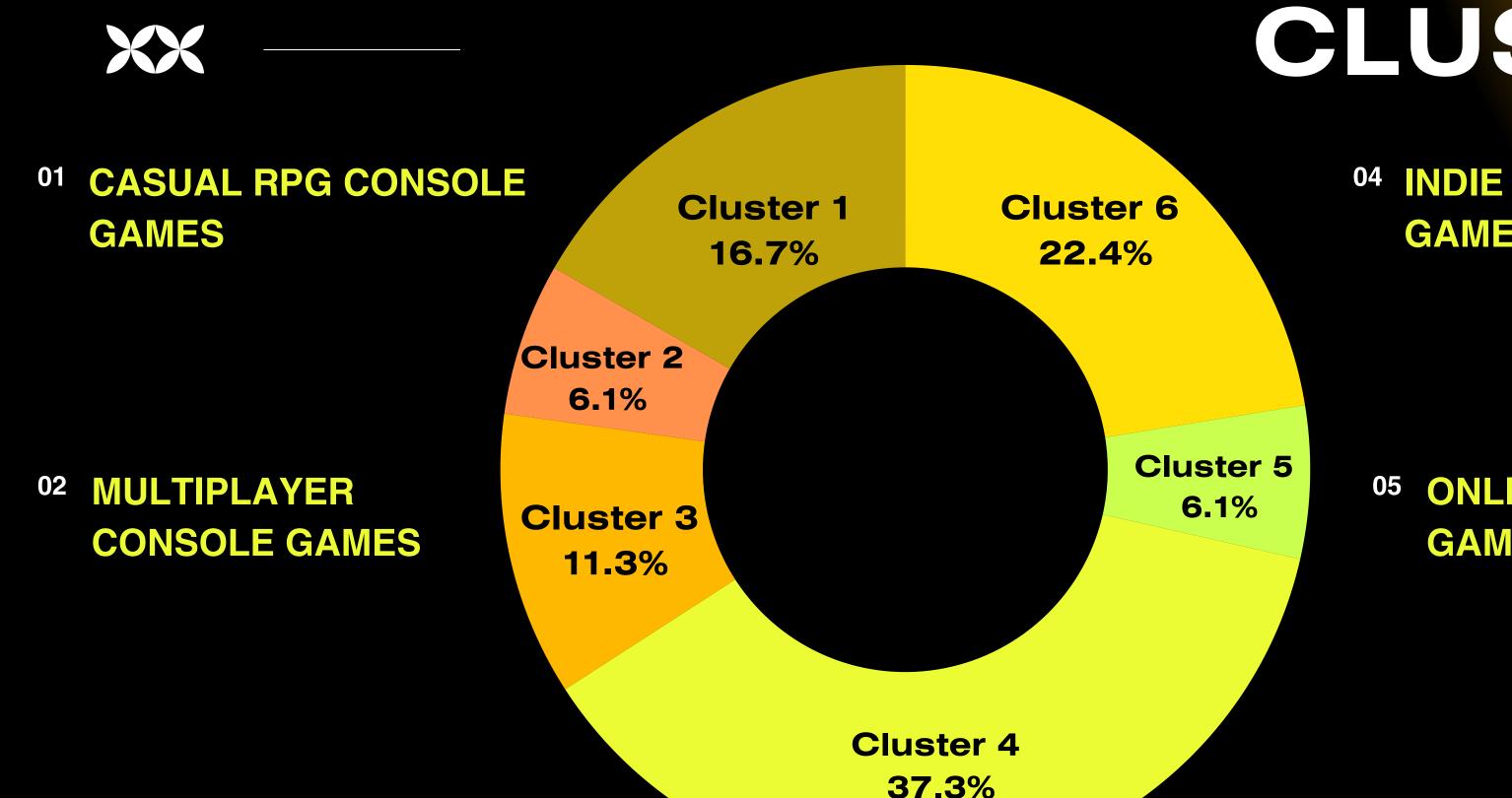
DATA ANALYSIS

UNDERSTANDING PATTERNS

CLUSTERS
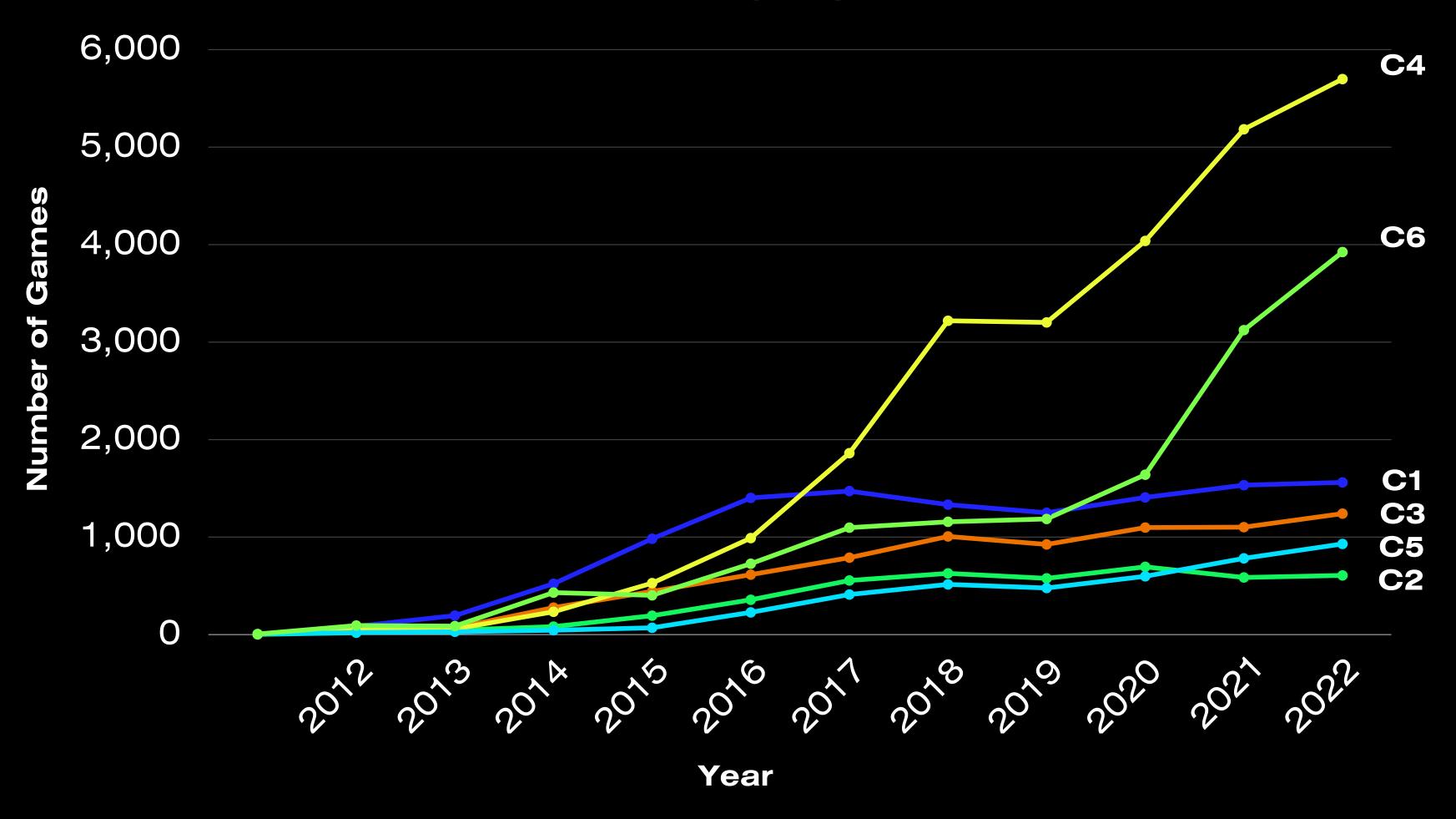
01 CASUAL RPG CONSOLE GAMES

02 MULTIPLAYER CONSOLE GAMES

03 OPEN WORLD SINGLE PLAYER EXPLORATORY GAMES

04 INDIE SINGLE PLAYER GAMES

05 ONLINE MULTIPLAYER GAMES

06 SINGLE PLAYER ADVENTURE GAMES

Cluster 1
16.7%

Cluster 6
22.4%

Cluster 2
6.1%

Cluster 5
6.1%

Cluster 3
11.3%

Cluster 4
37.3%

Games Developed per Year

STEAM FINDINGS

2014

2018

2023

REDDIT FINDINGS

- **word clouds for hot conversation topics between 2014-2023**

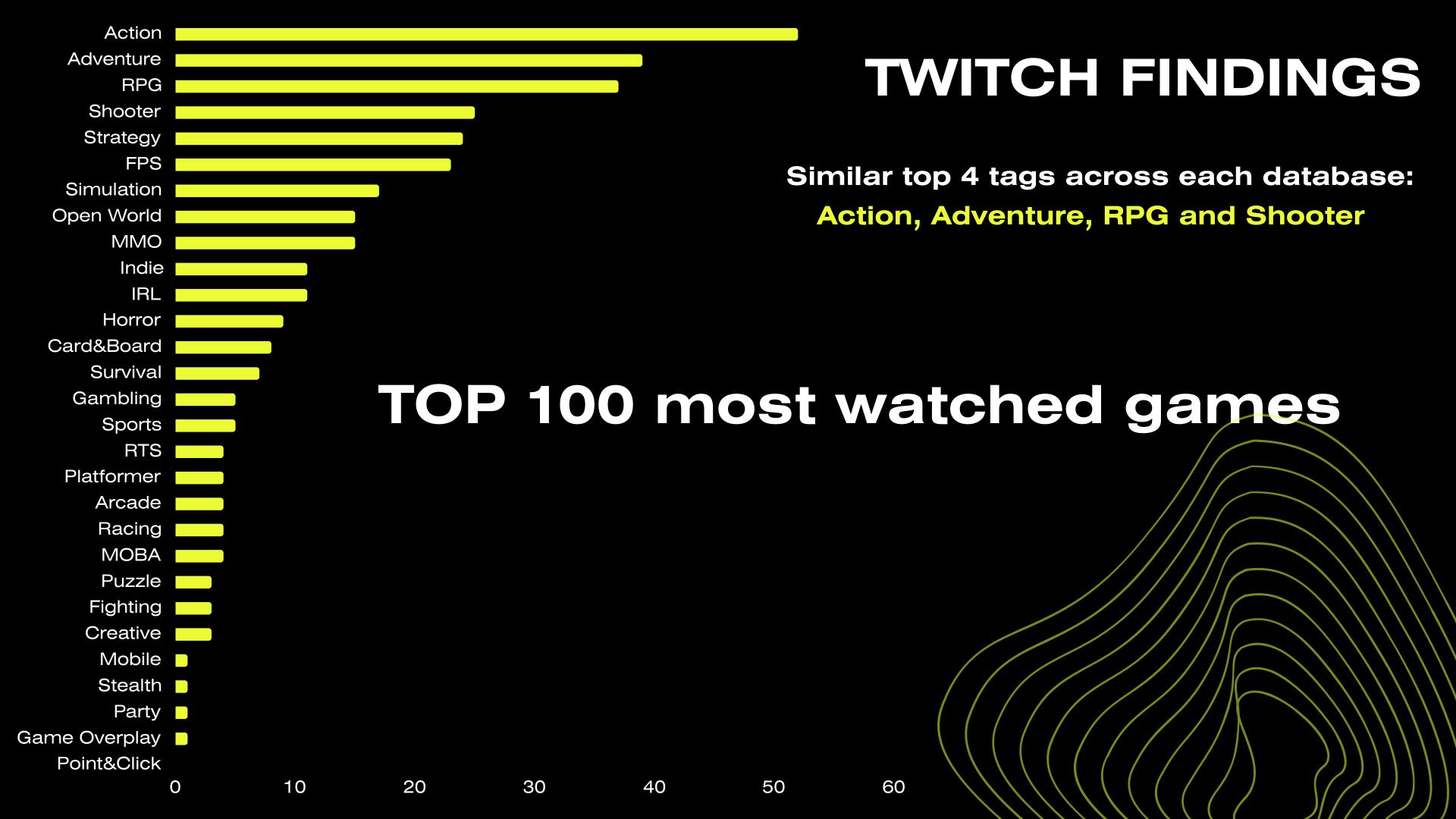- **results from 2014 confirm the weak signal that materialized after 4-5 years**

REDDIT FINDINGS

Keywords in 2023 point towards a more story rich narrative with an exploration experience

TWITCH FINDINGS

Similar top 4 tags across each database:

Action, Adventure, RPG and Shooter

TOP 100 most watched games

Bar chart of game tags (from highest to lowest):

- Action
- Adventure
- RPG
- Shooter
- Strategy
- FPS
- Simulation
- Open World
- MMO
- Indie
- IRL
- Horror
- Card&Board
- Survival
- Gambling
- Sports
- RTS
- Platformer
- Arcade
- Racing
- MOBA
- Puzzle
- Fighting
- Creative
- Mobile
- Stealth
- Party
- Game Overplay
- Point&Click

X-axis: 0, 10, 20, 30, 40, 50, 60

AUDIENCE

PROFILES

01

CASUAL RPG CONSOLE GAMERS

Seek immersiveness and deepen their engagement through controllers. Enjoy embodying another persona in the virtual worlds.

03

OPEN WORLD SINGLE PLAYER EXPLORATORY GAMERS

Prefer using the devices they are familiar with. Enjoy challenges, relying on their gaming techniques.

02

MULTIPLAYER CONSOLE GAMERS

Enjoy teaming up to compete with others. Devoted to the experience and seek better equipment.

PROFILES

04 **INDIE SINGLE PLAYER GAMERS**

Prefer titles that are easy to pick up and play. Seek out distinctive styles and unconventional narratives.

06 **SINGLE PLAYER ADVENTURE GAMERS**

Driven by control, seeking authority over the storyline. Appreciate freedom in shaping the overall gaming experience.
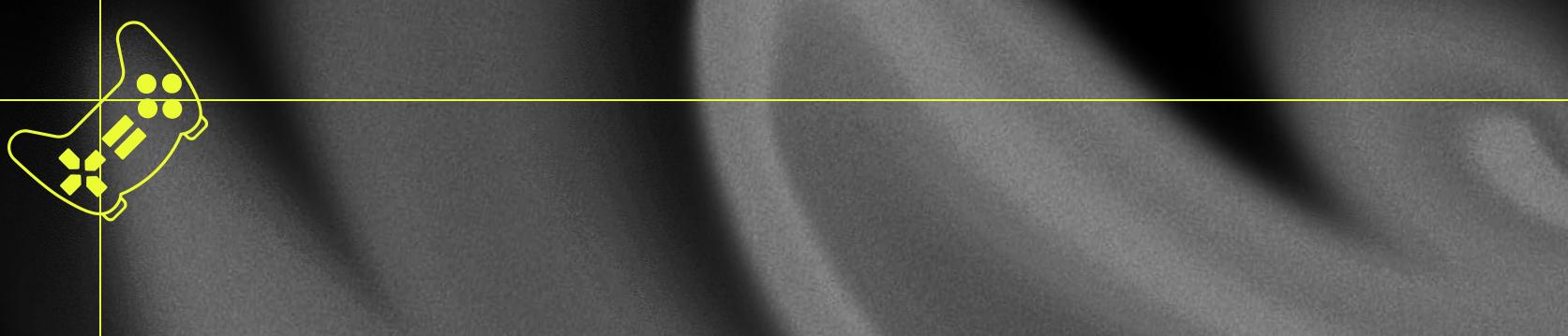
05 **ONLINE MULTIPLAYER GAMERS**

Value social interactions and easy access, and they enjoy collaborating with other for strategies' development

RECOMMENDATIONS

POTENTIAL WEAK SIGNALS

Narrative Adaptability

- player's choices make a difference in the story
- key tags: "Story Rich", "Adventure" , "Exploration"'
- can be leveraged on the rapid advancements in generative AI

Dynamic ecosystems in games

- helps create unique narrative environments
- key tags: "Atmospheric", "Great soundtrack", "Adventure"

Player-generated content

- people like creating the content
- key tags: "Character-Customization", "RPG"
- aligned with Reddit findings

UBISOFT TECHNOLOGIES TO BE CRUCIAL FOR CAPITALIZING ON THE WEAK SIGNALS

PLAYER-GENERATED CONTENT & NARRATIVE ADAPTABILITY

DYNAMIC ECOSYSTEMS

Ghostwriter

UBISOFT snowdrop **and** ANVIL

OUTPUT FORMAT

The format

- aligned with the analyst's preferences (survey)
- created by the user of the information
- adhere to the prescribed format set by the company

The frequency

- should remain flexible rather than static
- currently bi-annual (to review depending on the industry dynamics)
- aligned with the company's strategic planning cycle

The trust

- include data dictionary for variables
- use visuals
- use more absolute charts with higher positive slope

FUTURE DEVELOPMENTS

TO KEEP IN MIND

patents analysis

hierarchical clustering

qualitative methodologies

horizontal development

TEAM 10