Game Sifu
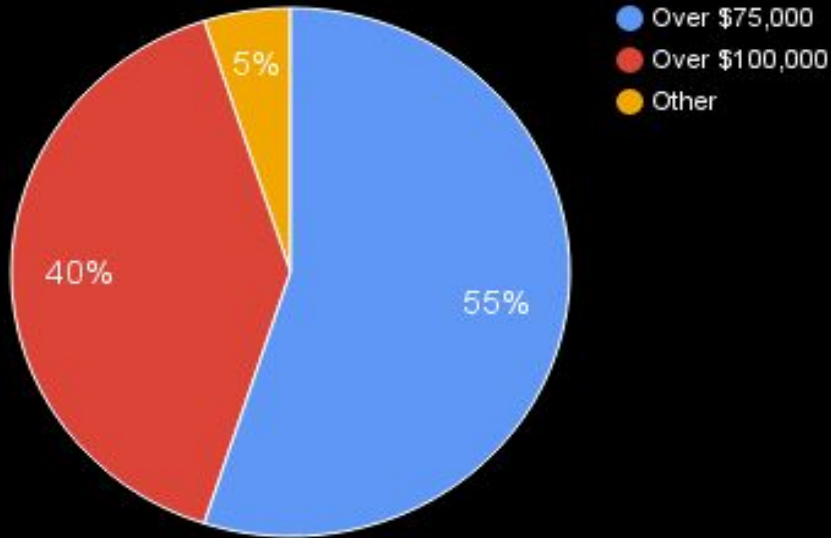
By: Kevin Bradbury and Daniel Kim AKA The Double Dragons

E-Commerce Demographic Info

E-Commerce Users - Household Income

- Over $75,000
- Over $100,000
- Other

5%

40%

55%

- Millennials in the 18-34 age demographic spend about $2,000 online every year, which is more than any other age demographic.

- 6% of internet users say that in their typical day, they will purchase at least one thing online.

- 86% of teen boys say that they shop online regularly, compared to 75% of teen girls.

Negative Demographic

- All e-commerce shoppers are 4x more likely to shop on Amazon on a regular basis than they are to shop on eBay.

Video Game Demographics Info

WHO IS PLAYING
OVERVIEW

155 million
Americans play video games

There are an average of
TWO GAMERS
in each game-playing U.S. household

FOUR OUT OF FIVE
U.S. households own a device used to play video games

- Average years users playing games: 13 years.

- Most frequent game players 37% play social games

- 56% of most frequent gamers play socially:
  - Highest percent is 46% with friends

- 54% of gamers feel it helps them connect with friends

Negative Demographics

- Average 4.6% (2010-2014) decline in Physical game sales

Jenny Kravitz

Friendly　　　Dreamer　　　Colorful

Age: 25
Work: Project Manager
Family: Single, 1 kid
Location: Sherman Oaks, CA

Bio

Leny is a dreamy visionary that spends loads of time task jumping and jumps from task to task in a sporadic way. She does most of her clothes shopping on her mobile device because it's the most convenient way for her busy schedule.

Jenny is a casual gamer that enjoys playing party games, shooting games, and puzzle games. She doesn't have a chance to connect with fellow gamers and only occasionally plays at parties when her friends come over. She also has trouble finding the games she wants because she just likes older console games, most of which are 10 years old or more.

Goals

- Easily find the older games that she's looking for.
- Connect with other gamers in her area.
- Make her buying process simple and easy.
-

Frustrations

- Doesn't know know the best place to find games.
- Can't connect with other gamers.
- Doesn't have time to search for solutions.

E-Commerce Apps (s)he uses:

Amazon, Guilt, Gamestop

Patient   Focused   Organized

Suave

"I'm pretty sure there's a lot more to life than being really, really, ridiculously good looking."

Age: 23
Work: iOS Developer
Family: Single
Location: Gardena, California

Bio

Dero is an iOS developer who is tired of spending excessive amounts of time researching and buying games that he finds interesting. He has a lot of experience in ordering products online but would like to make the process more concise. He would also love to find games that keep his attention for more than a month which requires the game to have a great overall plot as well as a gameplay.

Frustrations

- Useless content regarding gameplay and new games. He would also like to see video demos.
- The time frame in which the game arrives if ordered online.
- An overall intuitive design that he doesn't have to commit time to learn.

Goals

- A game application that allows him to sell and trade games to experience more of the game industry.
- Needs to be able to research and order games easily. Recommendations would be a huge plus.
- Wants to be able to trust mobile e-commerce apps with payment and personal information.
-

User Cases

"Ron's wife's birthday is coming up and he knows that his wife wants a copy of a rare SNES RPG for her birthday. Gamestop doesn't carry it anymore and a new copy is over $100 on Amazon."

-Ron Douglas-

Michael is a busy UX/UI designer living in the Silicon Valley, who is recently having trouble finding games that are able to hold his interest. He wants to be able to take into account other gamer's perspectives to be able to find a game to immerse himself in.

-Michael Cheng-

"Jenny met a guy and got started talking all about 'the good ole' days' of video games. He's coming over on Friday night and she wants to pick-up a great two player game they talked about."

-Jenny Kravitz-

Maximus is an infamous model in the Los Angeles area who wants to know in advance about gaming events and tournaments so he could schedule accordingly. He would also like a way to see what games are trending so he could buy and compete with other players.

-Maximus Aurelius-

Competitive Analysis

	GameStop	Ebay	Amazon	Steam	Best Buy	Game Sifu
Delivery Time	slow	fast	fast	instant	slow	fast
Cost	$	$	$$	$$	$$$	$
Warranty	month	depends on vendor	depends on vendor	2 weeks	until package opened	depends on vendor
Rental	No	No	No	No	No	Yes (with fee)
Availability	flexible	subjective to time of day	flexible	only on computer	flexible	flexible
Selection	limited on old	open	open	only exclusive content	only newest	open
Physical Location	Yes	No	No	No	Yes	No
Mobile App (rating)	Yes (4)	Yes (3)	Yes (5)	No (0)	Yes (4)	Yes (none yet)
Social Aspect	2	2	2	3	2	4
Interface	good flow	choppy	good flow	decent flow	choppy	good intuitive flow