

Final Project Part #2

My project deals with different video games of all time and their sales and ratings. It captures the global impact of each game by keeping a record of sales in North America, Europe, Japan and other regions of the world. It also records that each video game is published and developed by different companies thus is released on different platforms like Sony's Playstation or Microsoft's Xbox.

One of the biggest decisions a gamer makes is trying to choose which platform/console on which they can game on. The war between what's better: the Playstation, Xbox or Nintendo Switch still swarms the gaming community. And there is never 'the right decision'. All three have their own pros and cons. One could say that a gamer has to "pick his own poison". And the parent companies of all three products: Sony, Microsoft and Nintendo are in a constant battle trying to prove their product is better with updates, better deals and exclusive games and content. This leaves a customer confused and starstruck at what the market has to offer. It's like trying to pick having a meal from McDonald's, KFC or Burger King. All have similar products, similar prices as well and all have their own exclusive goodies.

My motive is to help gamers at an esports conference make a clearer choice by outlining and drawing out the differences between these three giants in the gaming industry. My infographic/presentation will highlight the key differences between the Playstation, Xbox and Switch and how gamers (who have gamed on them) are reacting to each of these products. Thus helping a customer make a clearer decision while making a purchase. I have drafted a design idea that requires three slides, each dedicated to one of the three companies. A slide will explore the companies history of gaming products, best gaming console in the market today, exclusive games and content, cross-platform capabilities and how the market has reacted to their products.