## IDEATION PHASE EMPHATHIZE & DISCOVER

DATE	13-03-2023
TEAM ID	NM2023TMID01921
PROJECT NAME	Uncovering the Gaming Industry's Hidden Gems: A Comprehensive Analysis of Video Game Sales
MAXIMUM MARKS	

## **Uncovering the Gaming Industry's Hidden Gems:**

The gaming industry is full of hidden gems waiting to be discovered. From indie titles to lesser-known AAA games, there's always something new and exciting to play.

## THOUGHTS/FEELINGS

Type your paragraph...

**NEEDS** 

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Curious about new and interesting video games that are not widely known in the market

Frustrated with the current state of the gaming industry, where popular games dominate and overshadow other good games

To have a way to filter through the vast number of games in the market and find those that are worth playing

To discover new video games that are unique and engaging

Hopeful that this analysis will uncover hidden gems that they can enjoy



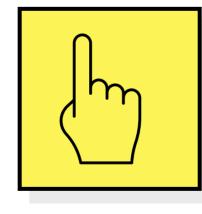
To have a reliable source of information about lesser-known games



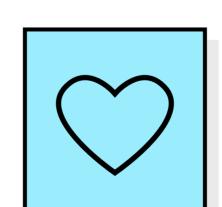
To find and play new and interesting video games that provide a unique and enjoyable gaming experience

To share their passion for gaming with others and promote lesserknown games that

they enjoy.



To broaden their knowledge and understanding of the gaming industry, and discover new and innovative game developers



Surrounded by a culture that tends to focus on mainstream games and overlooks lesser-known titles

Spends a lot of time on gaming forums and discussion boards, seeking out recommendations and reviews from other gamers

Constantly bombarded with marketing and advertising for popular video games

## JOB/GOAL