

# Project Steam

## Stakeholderanalyse

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### Values

- **Mission**  
Steam is the ultimate destination for playing, discussing, and creating games.
- **Vision** For Steam to have all the tools and channels for content creators and gamers.  
Ex: Steam workshop
- **Strategy** Steam follows in the Treacy & Wiersema Value Discipline Model a product leadership strategy.  
They are currently and continue to aim to be the ultimate destination for everything digital games related. They do this by having the best desktop application that provides everything their customers could need, or aim to implement wanted features in the future.  
NB: There is a case to be made for customer intimacy.

## 1 Key Drivers

### 1. What does the customer want?

The customers are divided into content creators and content consumers.

Content creators want to sell or distribute their game or content and connect to the community that form around their games or content.

Content consumers want to find the games that appeal to them, play these games, and engage in the communities around these games.

### 2. What are the goals of the customer?

Customers want:

- Play games
- Publish and sell games
- Engage in a community formed around games
- Buy games
- Give user feedback
- Receive user feedback
- Update published games
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**3. How does the customer accomplish these goals?**

The customers accomplish these goals by engaging with the Steam website or application. Whether it's directly by browsing these or indirectly by launching a game that is connected to Steam.

**4. Key business drivers**

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**2 Stakeholderidentification**

**3 Stakeholderclassification**

**4 Stakeholderanalysis**

**5 Sources**

- <https://www.valvesoftware.com/en/about>
- <https://store.steampowered.com/about/>
- BIM slides