Video Game Pricing Helper

Project Group Members: Ding Liao(Ding), Hairong Wu (Jason), Zhuoyan Liu(Louise), Zest Chen

INFO 200 Problem Statement | AE Group 5 | Locksley Kolakowski

# The Team

Write a short introduction into who your team members are. Feel free to be creative with this part but do not forget to mention the skills and responsibilities of each member.

## Team Members

**Ding Liao:** I am a freshman at UW, also a group member from group 5 whose major job is to create docs and organize meetings for everyone.

**Zhuoyan Liu(Louise):** I am a current UW student majoring in mathematics. I like to watch animations and draw some comics in my spare time. I am responsible for the interface design and user interface for our group 5 project. :)

**Zest Chen:** I’m a sophomore in UW. In this group, I am responsible for information searching and idea testing.

**Hairong Wu (Jason):** I’m a current UW undergraduate student interested in the field of computer science. I have numerous experience of game production, taking the position of game producer, designer and developer. So far, I’m taking an internship at Advanced Micro Device (AMD), cooperating with professional programmers to develop and test their GPU applications. I define my responsibility in the team as producing technical support.

## Team Logistics & Policies

**Meetings:**

**Monday and Sunday 1 pm (CST)**

**Communications:**

We use Wechat to do voice calls, file sharing and check project milestones. We would reply on all group messages within 2 hours. We use it for setting additional group meetings or sharing docs and links.

**File Storage**

*What cloud file storage system will you use?*

We will use a Google Team Drive to store all of our files. And We will use Wechat screenshots to view and review each other’s work. In future, if our project requires coding work, we might add GitHub to cooperate with each other.

**Assignment Planning and Retrospective**

We will meet online and start to work on each group assignment one to two weeks before its submission due date and will review the assignment specification and rubric on Canvas to ensure our goals are appropriately set. Before an assignment is submitted, the submitting team member will review it to ensure all goals and assignment requirements have been completed.

# Problem Statement

## Introduction (~150 words)

On current game markets, such as platforms of Steam, Epic, and Ubisoft, the consumers, who are those game players, are always looking for exciting games with a proper price. Some of them would immediately purchase an interesting game and enjoy it. Some of them would leave the game on their wishlist and wait for seasonal discounts. On the other side, game suppliers, publishers, and developers need to make plans and decisions on setting a proper price for their games; for instance, the initial price they would consider when their game is first published. In addition, various countries have various policies, which will affect tax rates, thus causing its price to have a great variety due to the regions. What’s more, there are limitations on making discounts due to various platforms. This even makes game publishers harsher to deal with their games’ prices. Therefore, we are looking forward to producing a tool or a product that would help both the players and publishers to make decisions on prices. We want to develop a tool that could allow players to make more rational decisions and have a better experience during the process of choosing and purchasing games. Also, game developers can be more likely to make plans on their games’ pricing for incoming seasonal discounts. Solving this problem can not only provide opportunities for game players to save money and have more chances to enjoy various game works, but also facilitate developer’s motivation to develop and produce more meaningful and exciting games.

## Research (~400 words)

Over the past few years, a digital industry has grown up around home video games. In this research, we focus on the North American PC video game Market. Steam, GOG.com, GamersGates are several examples of large collaborative pc games selling platforms that you can buy games from various gaming companies.

Generally, the pricing comparison is vital for both consumers and providers. The article *Why You Always Need to Compare Prices* gave a perspective that price comparison always helps find better trades on the same products. It does not influence by the product itself, but by the market. With the competing market, people always can find relatively cheaper prices regarding their desired products. Also, because of the increase in the number of personal computer users, more and more people will prefer to use computers for playing video games. At the same time, with the increasing speed of living, more and more people who use computers do not have time to compare the prices of their favorite games on different PC platforms. Thus, it is very important to have a website or application that can address this need.

When we talked to our group members’ friends, we noticed that different platforms have different sale seasons, and the price of the same game varied about sometimes larger than 40%, sometimes less than 5%. Customers buy games because of promotion without knowing how much the price changed. A tool providing past game prices is needed for the customer to judge whether it is the correct time or situation to buy a game. Reddit discussion posts show that customers are willing to buy games at the lowest price level and see the games’ price fluctuations for the past few months. For GOG.com, there is a tool that shows the price fluctuation for each game on GOG,.com, but there is not a tool for comparing prices on different game platforms. Also, our friends have addressed that they all have game accounts on different platforms but it is a waste of time to compare prices from different platforms. Developing a price comparison tool for different platforms is essential for people who want to save their money but are tired of doing long time research. For game publishers, Game pricing strategies are an important part of selling the games. A tool that records the price changes and selling numbers will provide them a reference that what price range can stimulate consumers' desire to buy and future new game pricing strategies.

For an application example of our tool, the video game price chart is the reference of an existing app that looks for current market prices for over 26,600 video games from the Android device. This application is an example that we can use for solving our problem because it shares a similar mechanism to our design which compares the price of different games on different platforms, such as Amazon, GameStop, and eBay. However, our design is more focused on different existing game platforms, not online shopping platforms. In other words, we are targeting more PC games rather than console games. It still provides a basic visualized structure of a pricing comparison design. The site layout and searching system can still be improved.

## Conclusion (100 to 200 words)

All in all, our design is focusing on pricing comparisons from different game platforms, such as steam, Epic, and Ubisoft. It provides the consumer an overall review of prices from different game platforms, therefore they can better consider and decide the purchase of the games. It also provides game suppliers, publishers, and developers a distant review of how they set proper prices and game updates. The next step that our group will take is to collect data and information from a different game platform and develop a practical tool that visualizes the price of games from different platforms. In addition, based on the research parts, more interviewing, improvement, and completion will be made through the project.

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## References

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## Appendix

- Phone Recording with friends