DIPL.-ING. (FH) LARS BARTSCHAT

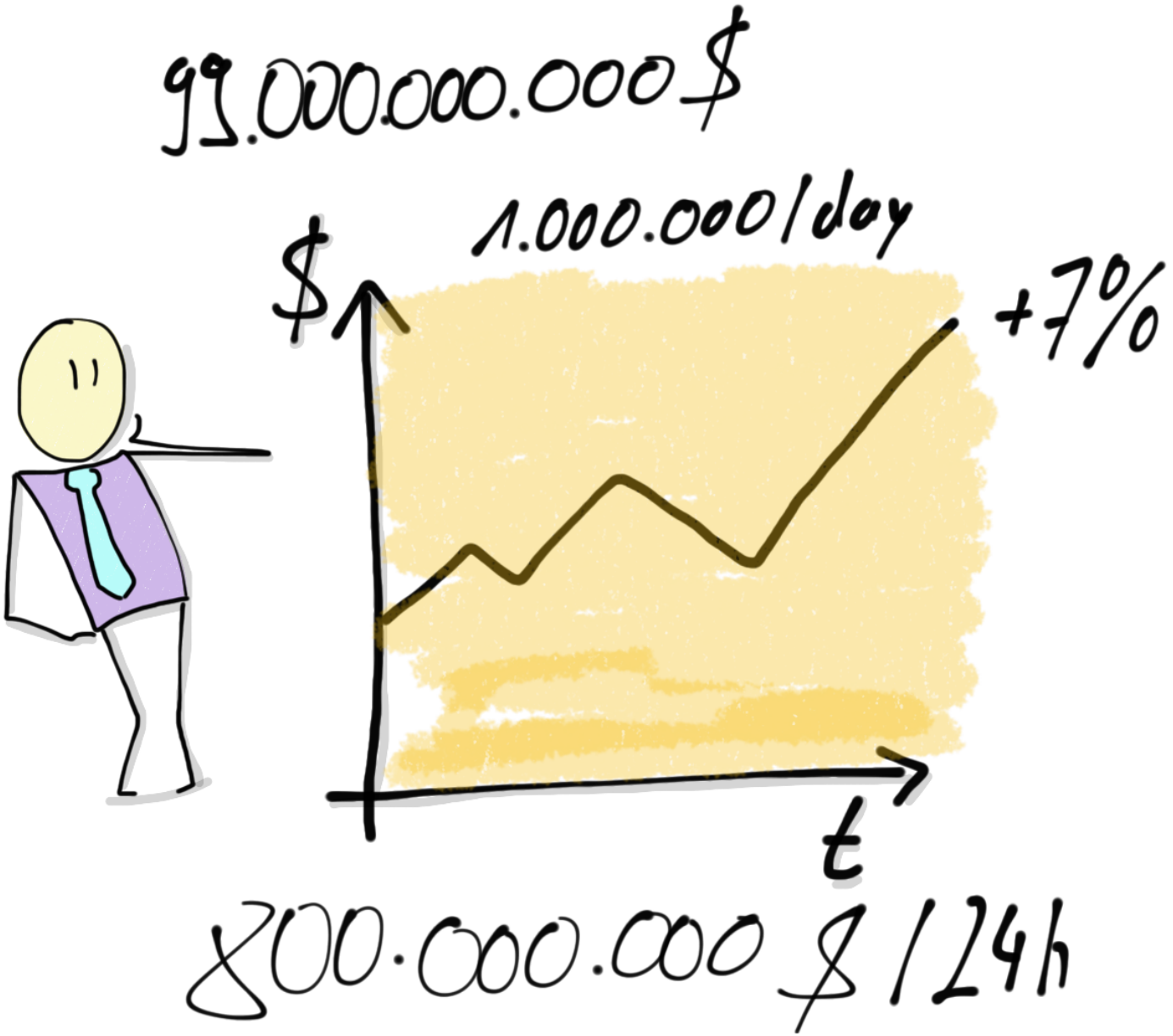
SUCCESS FACTORS OF VIDEO GAME CONSOLES

16/02/17

OUTLINE

- Intro
- Foundations
- Framework
- Application
- Discussion

16/02/17



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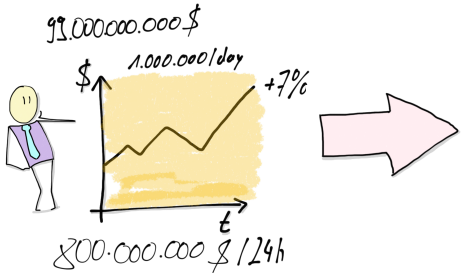

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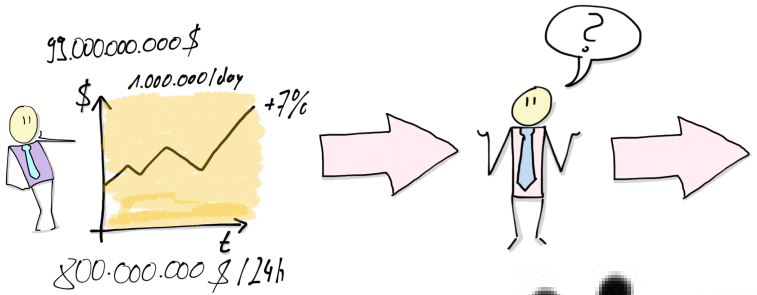

HEDONIC

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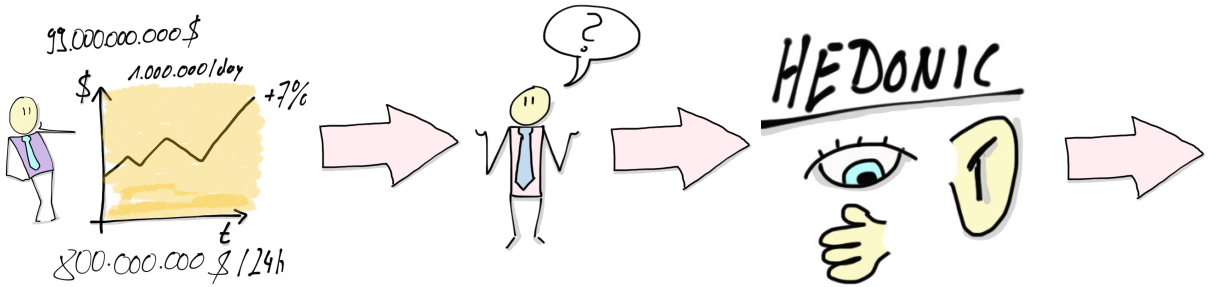
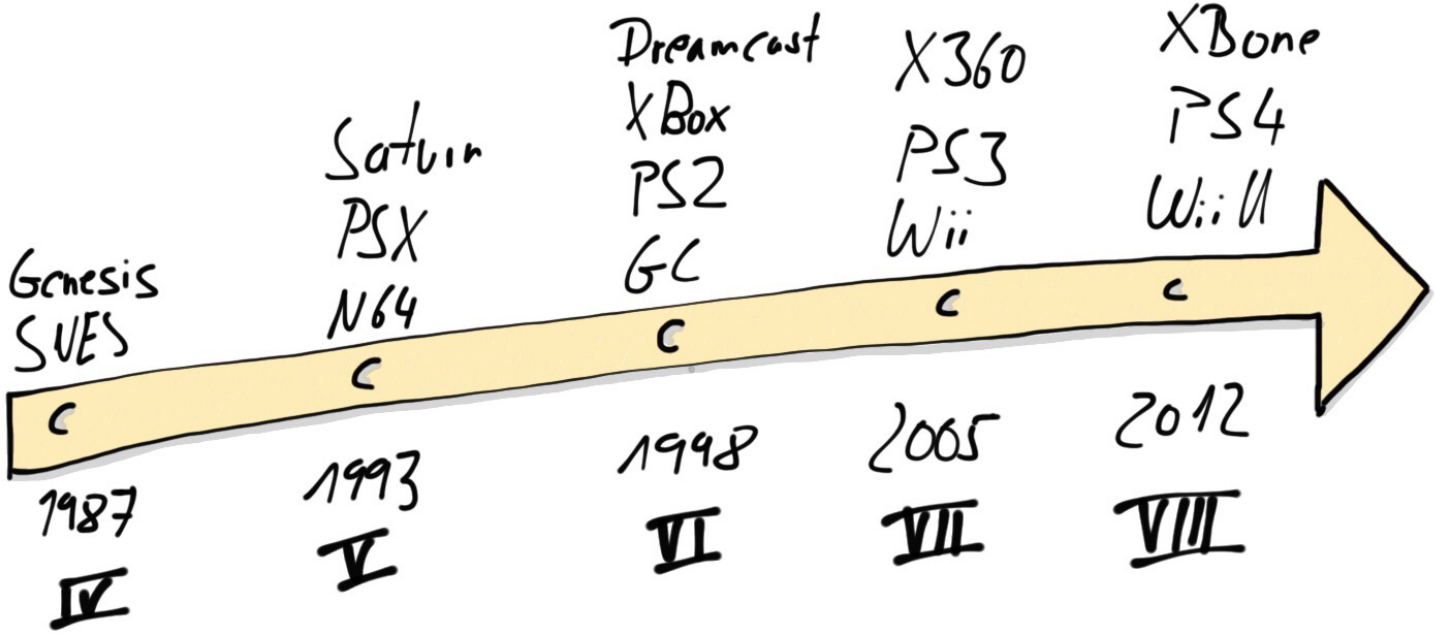


GENERATIONS



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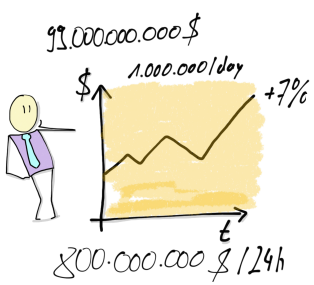
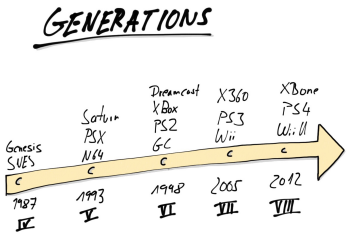
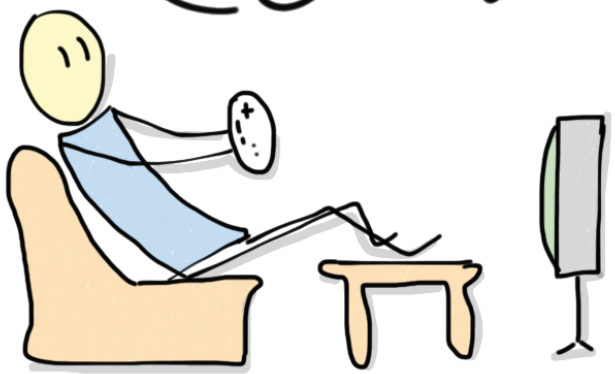




GAMER PERSONAE

CORE VS CASUAL



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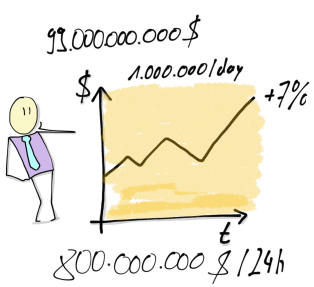

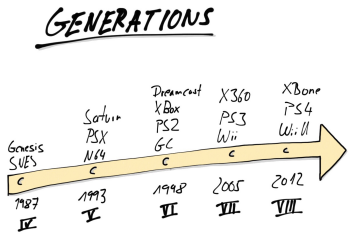

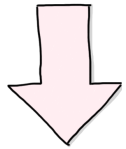

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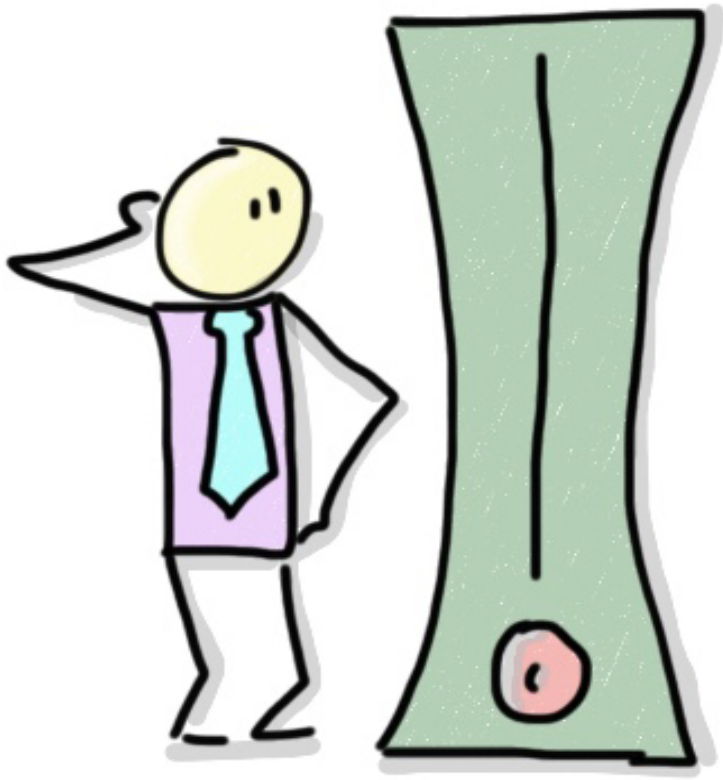

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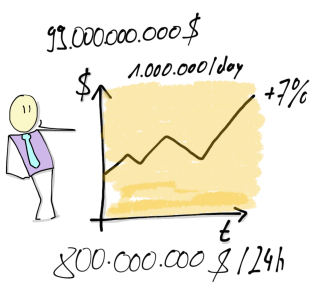

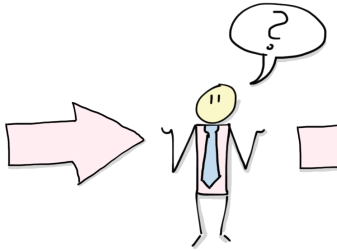

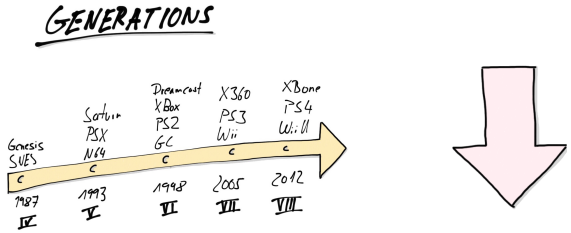

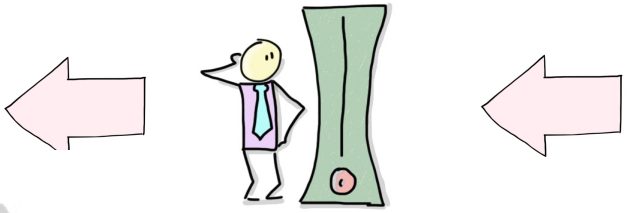

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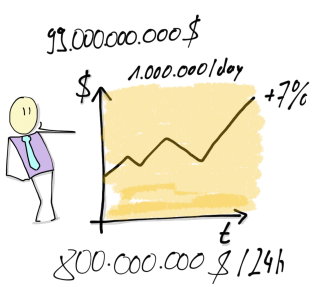
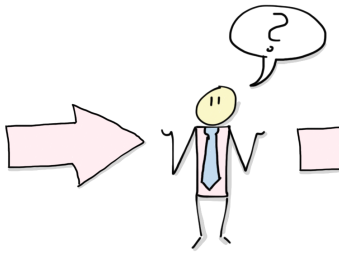




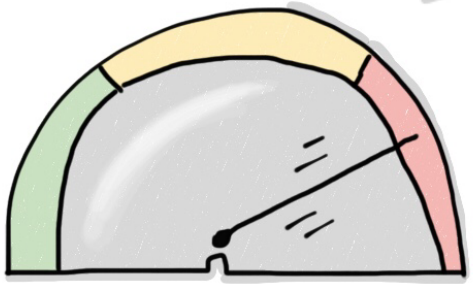
HEDONIC

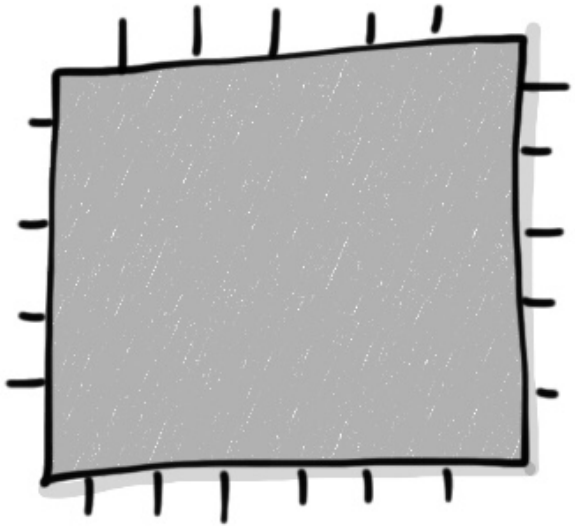
GENERATIONS

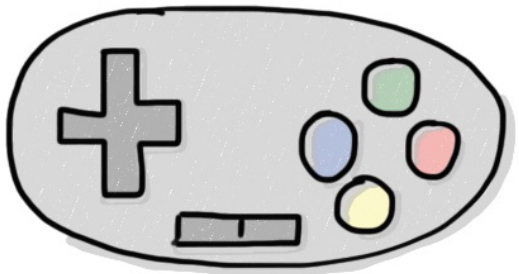
Dreamcast X360 PS3 XBone PS4 Wii U

IMMERSION

FLOW







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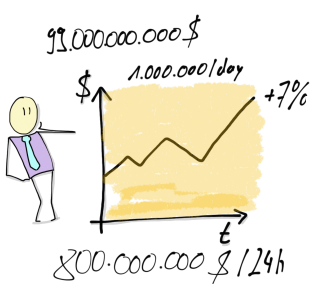

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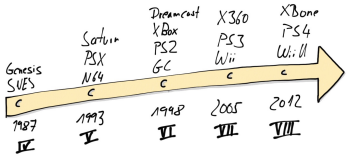

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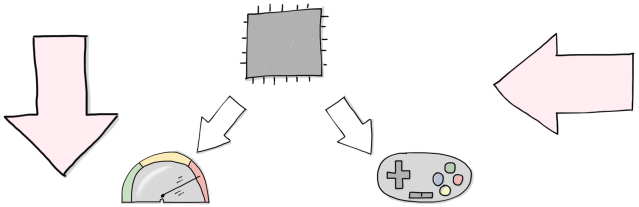

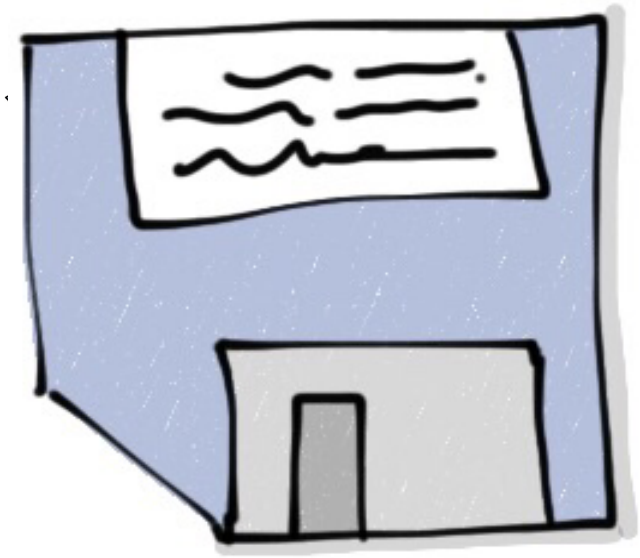

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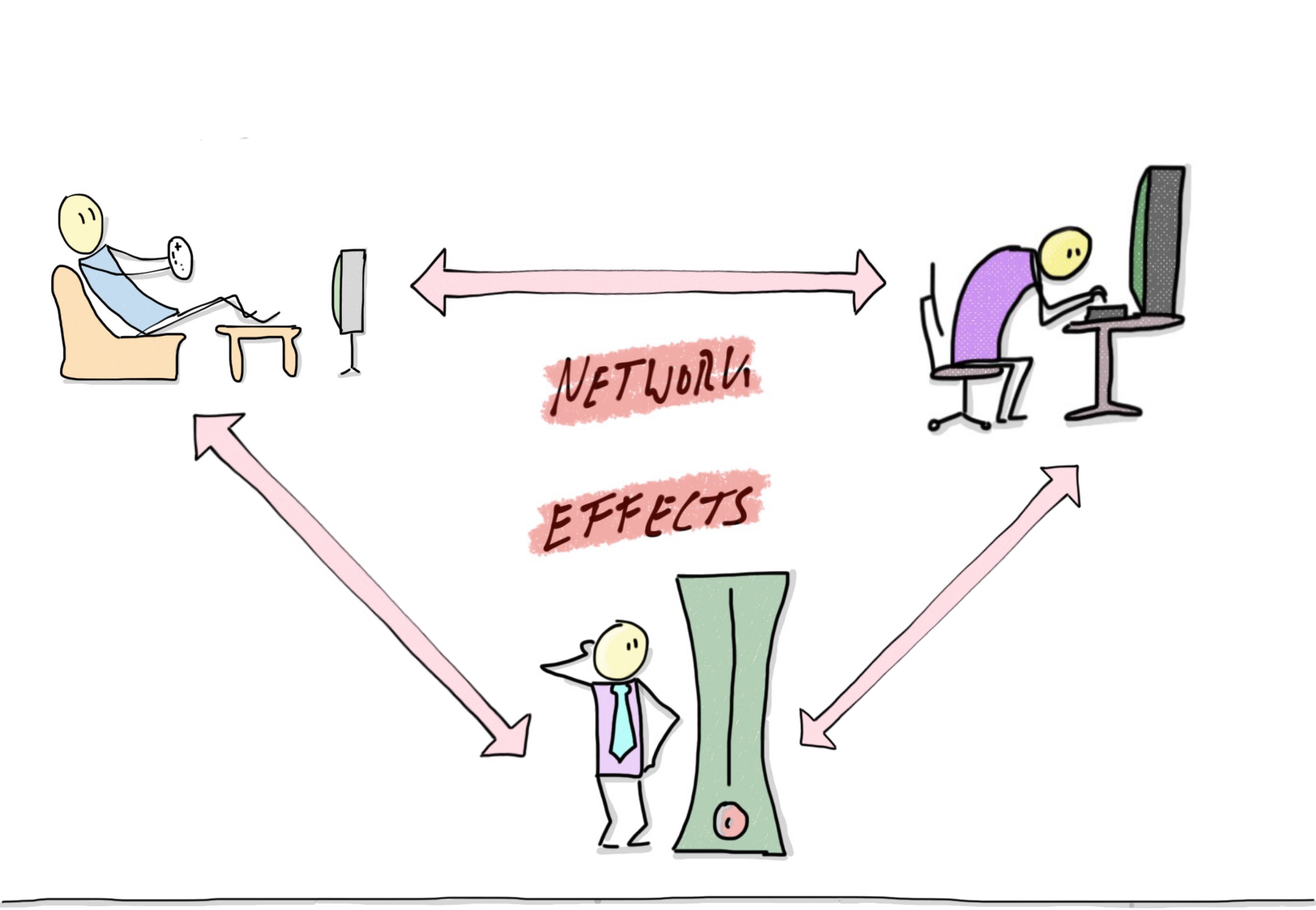

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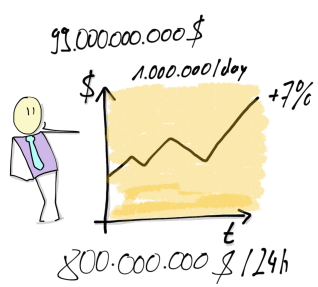

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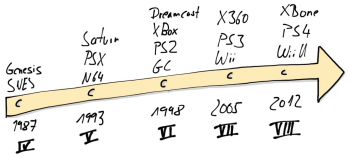

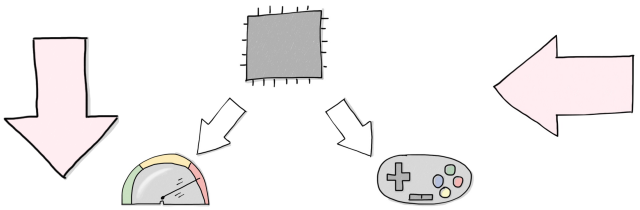

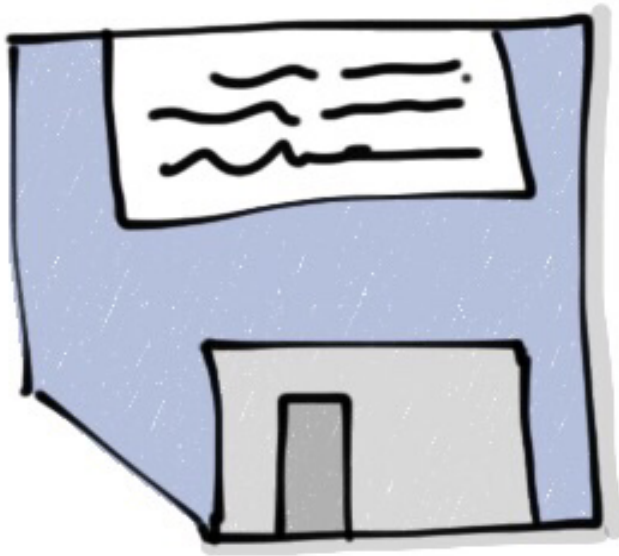

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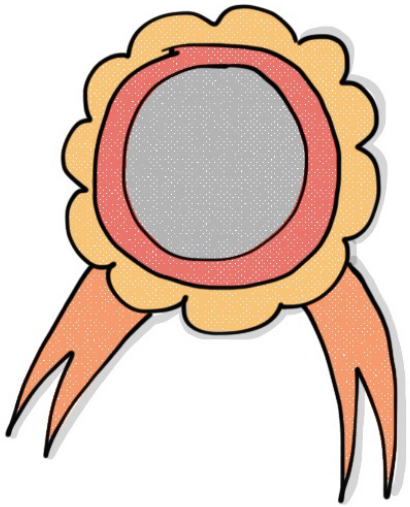

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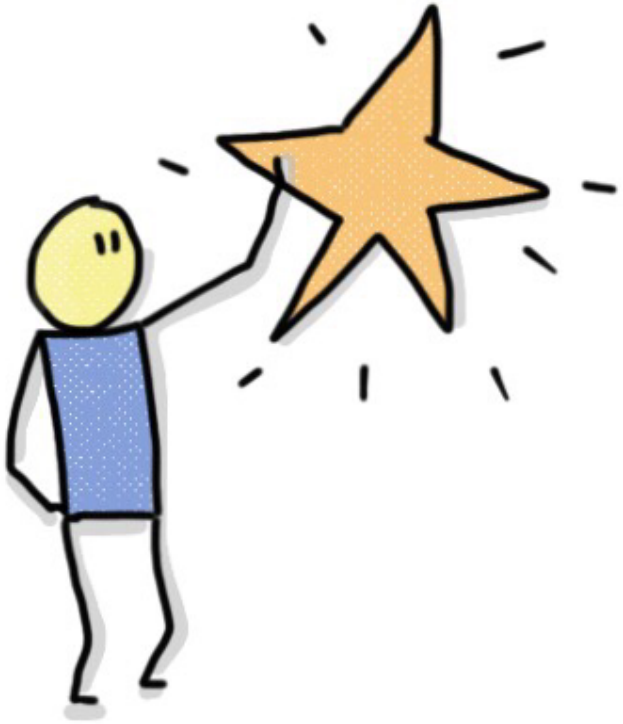

SUPERSTAR SOFTWARE

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SYSTEM SELLER

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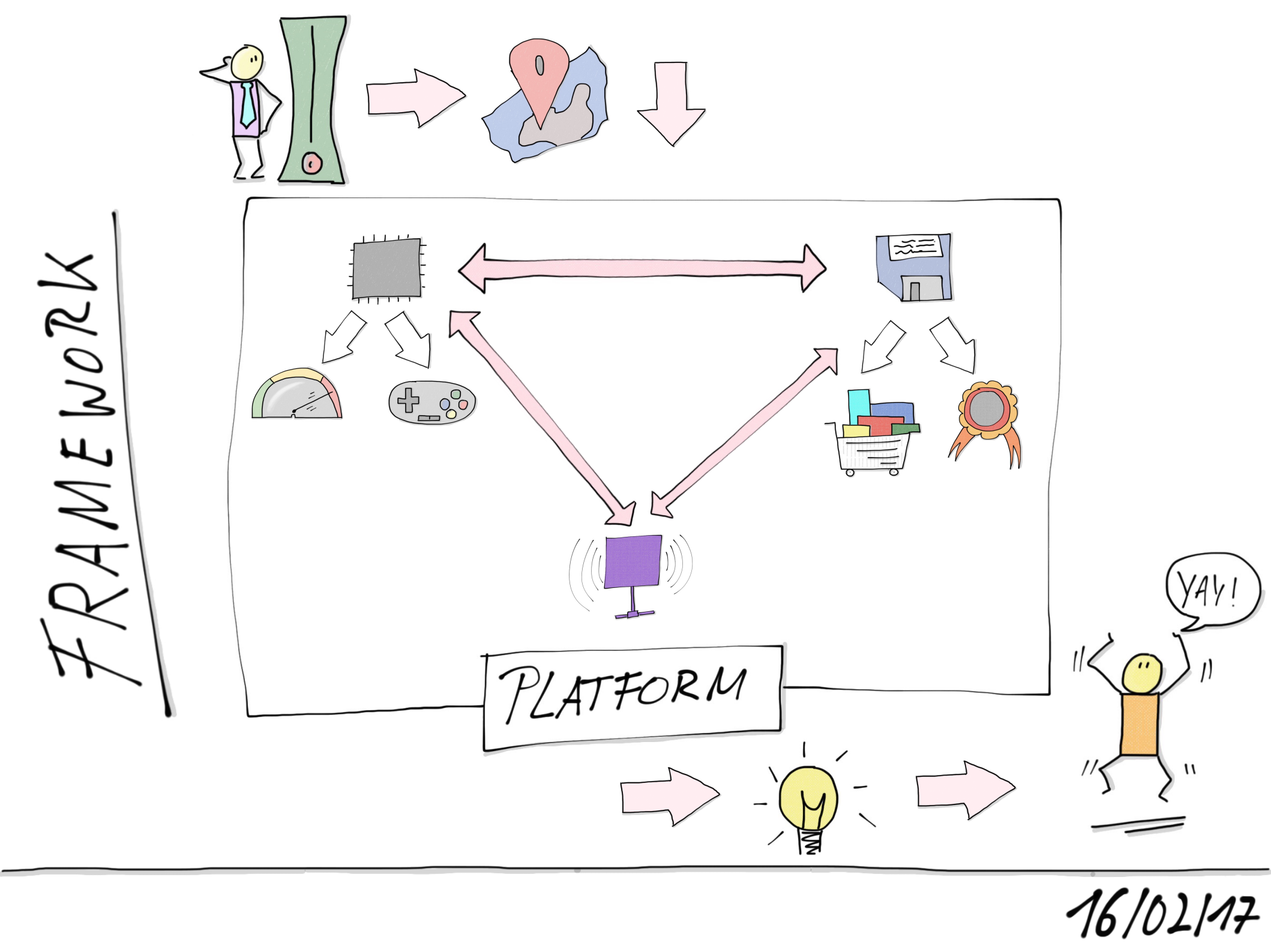
FRAMEWORK
PLATFORM
YAY!
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APPLICATION GENERATION 7

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OUTLOOK & LIMITATIONS

- DATA / DATA DRIVEN / EMPIRIC
- ADDITIONAL FACTORS
- WEIGHT?
- INFLUENCE OF MEDIA / WOM / ...
- MOBILE PLATFORMS?

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Sources / References

https://github.com/bartschat

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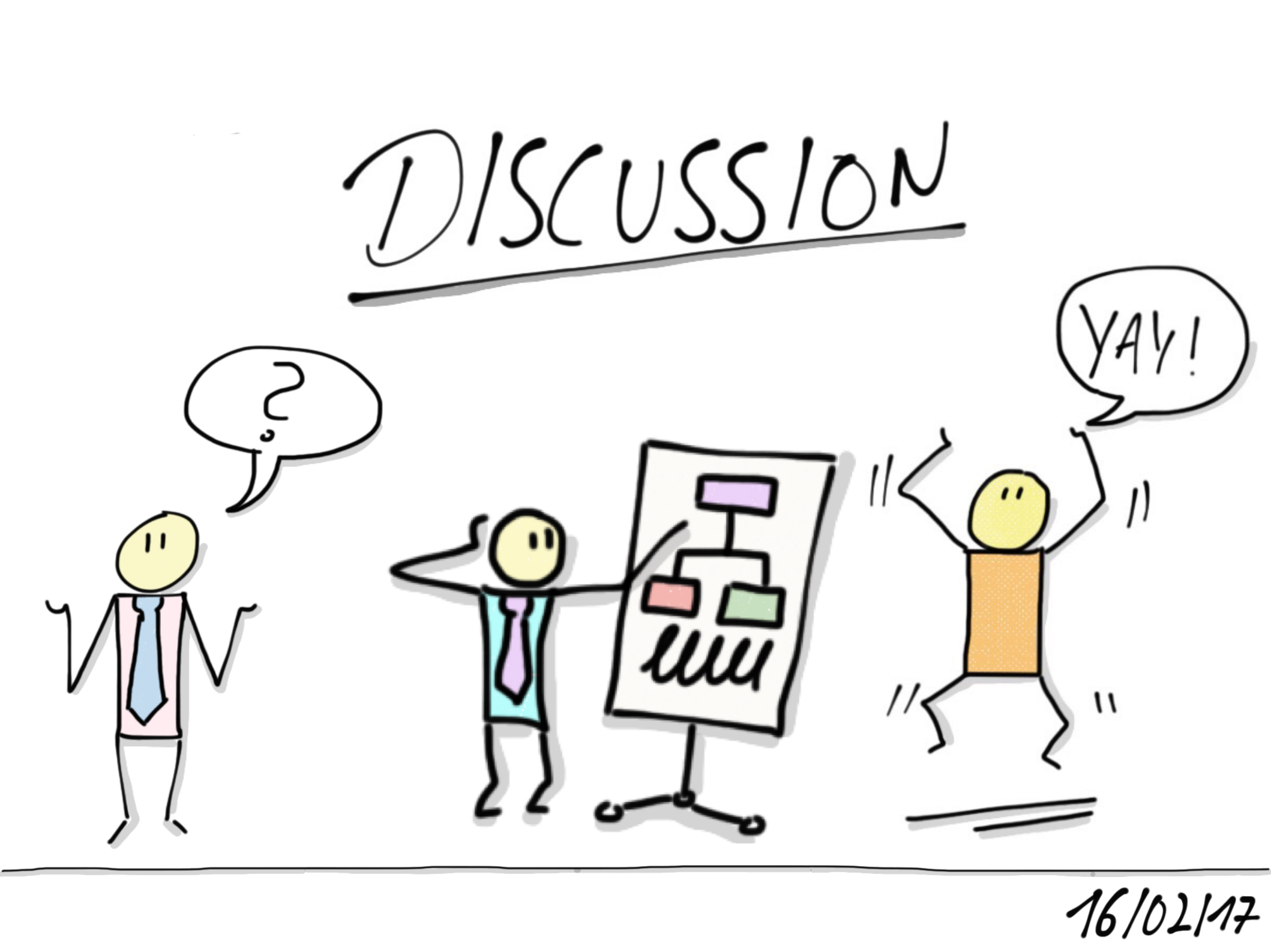
DISCUSSION
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YAY!
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