

DIPLOM. (FH) LARS BARTSCHE

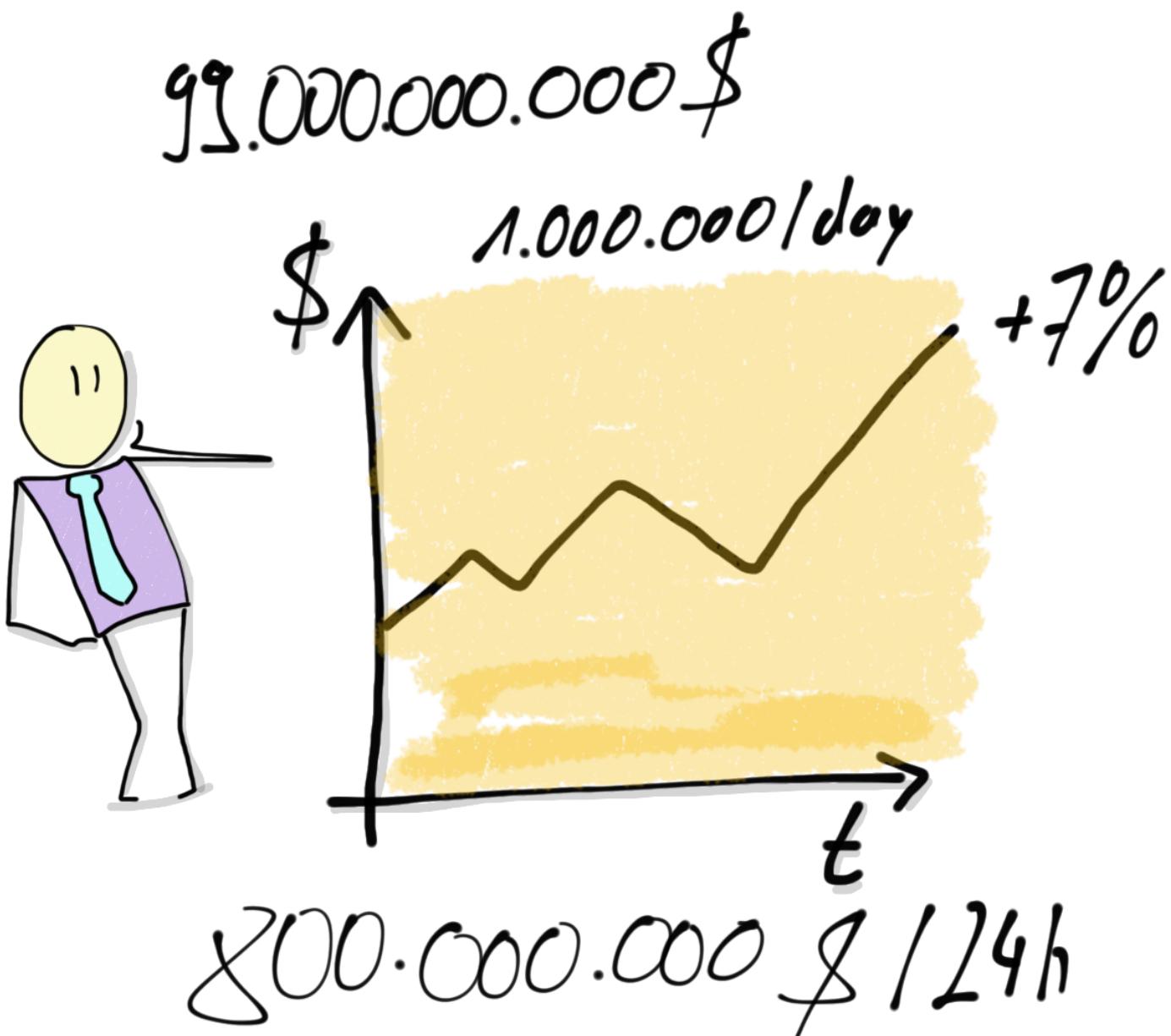
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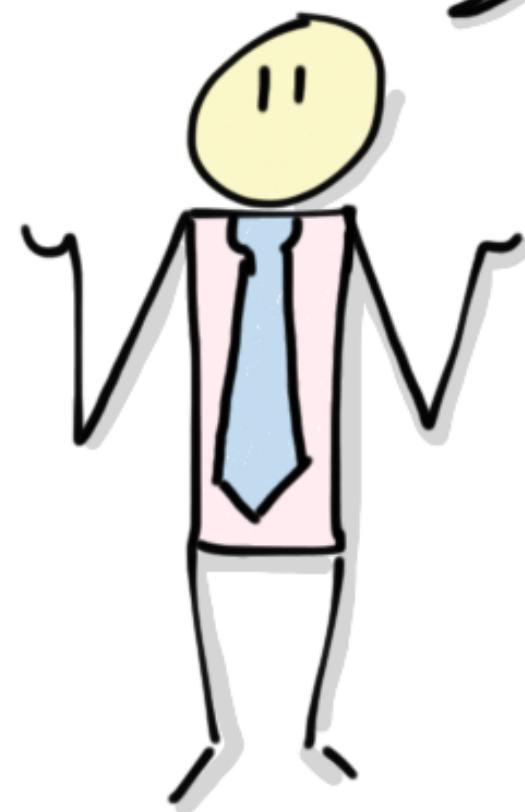
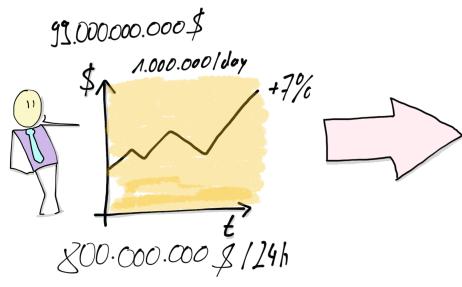
# OUTLINE

- o Intro
- o Foundations
- o Framework
- o Application
- o Discussion

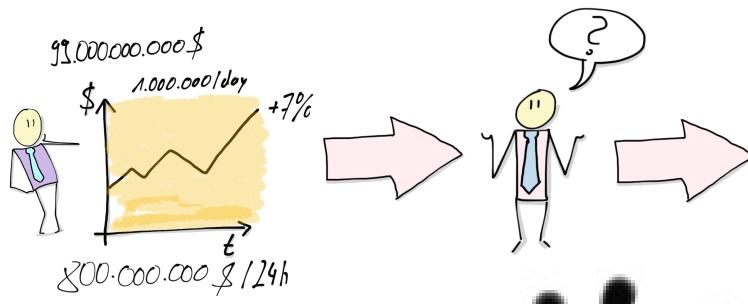




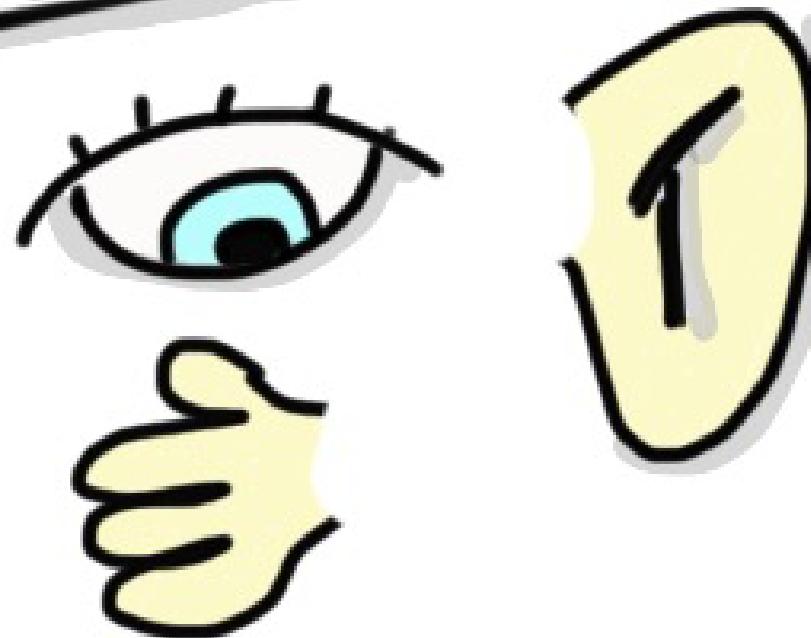
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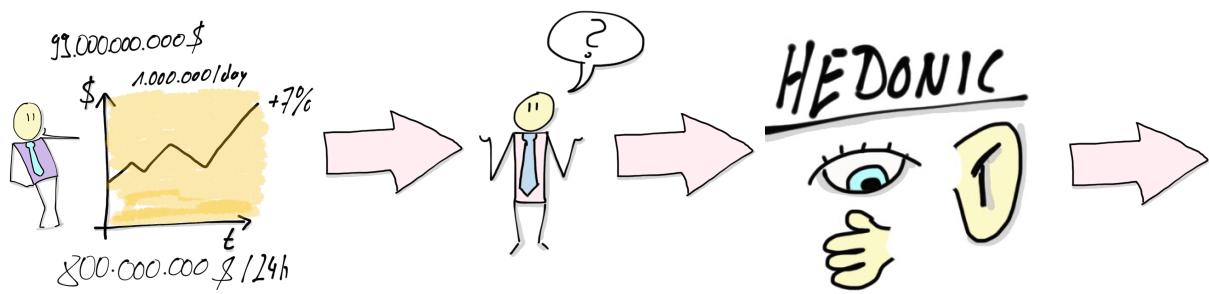
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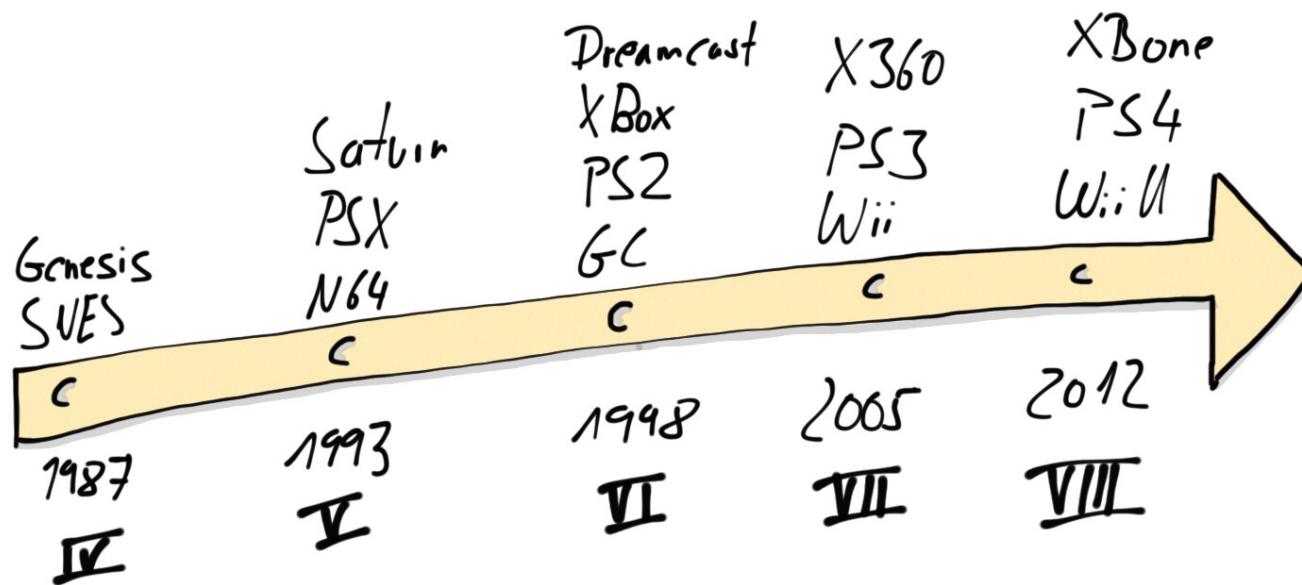
# HEDONIC



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## GENERATIONS

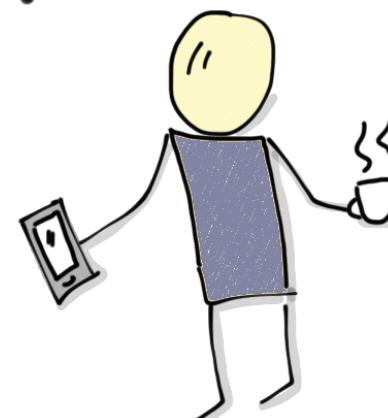


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# GAMER PERSONAE

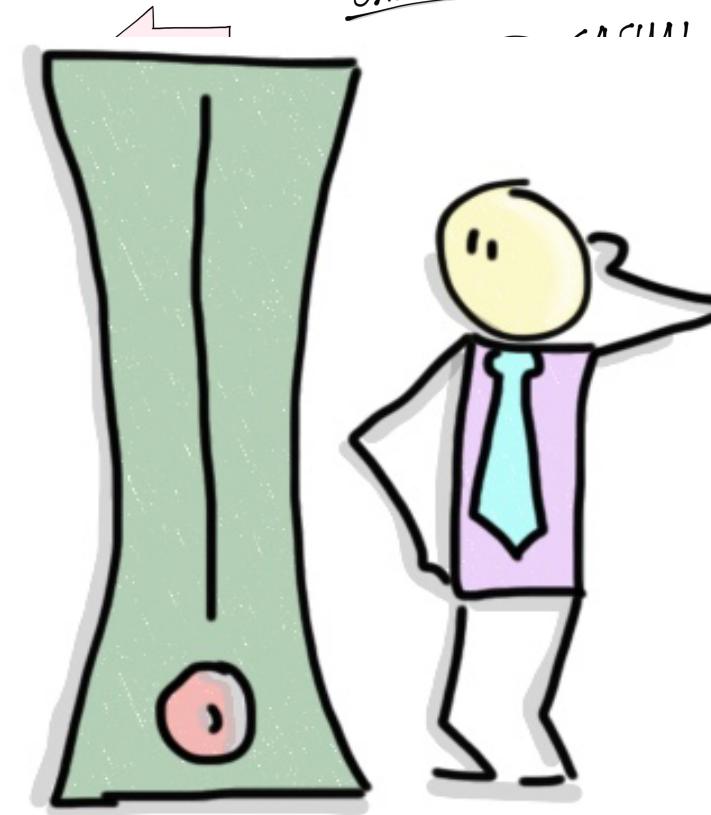
CORE VS CASUAL



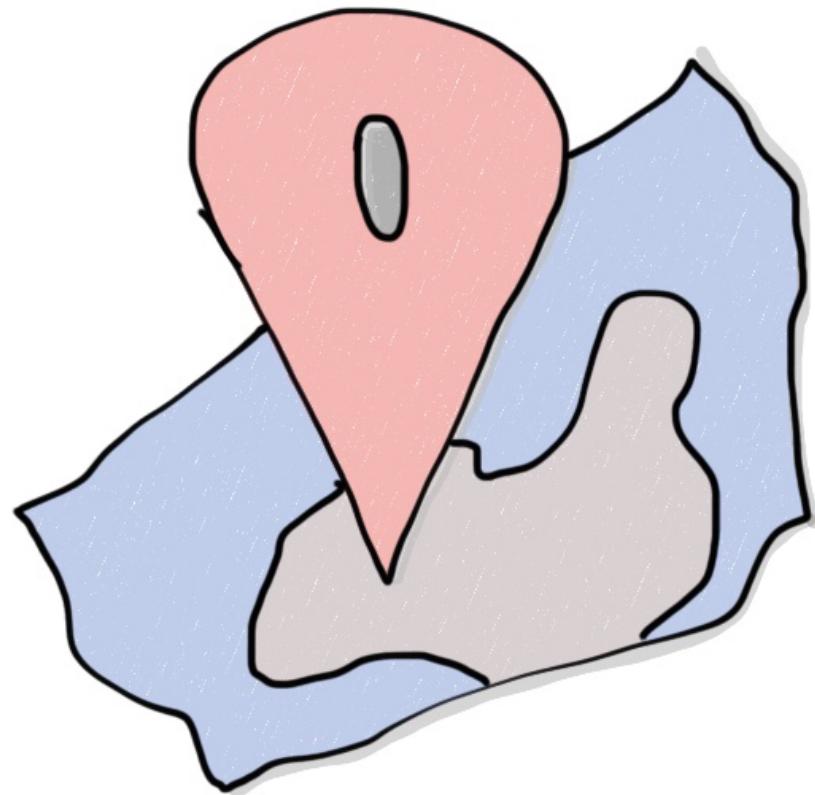
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GAMER PERSONAE



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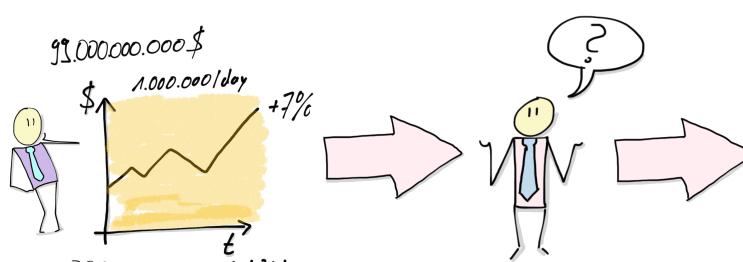
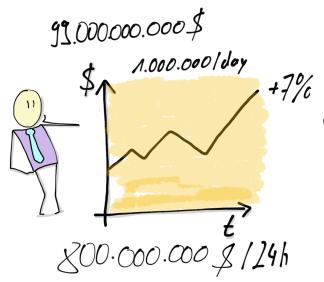


## GAMER PERSONAE

CORE VS CASUAL

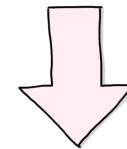
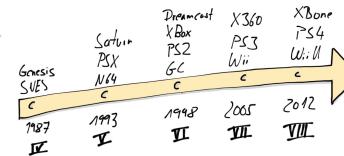


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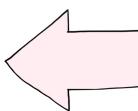


HEDONIC

GENERATIONS



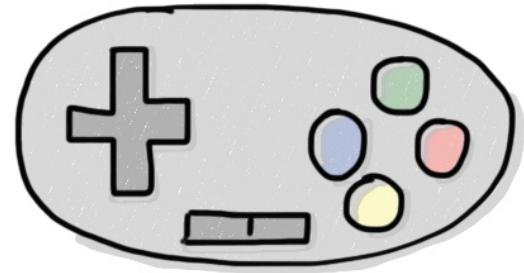
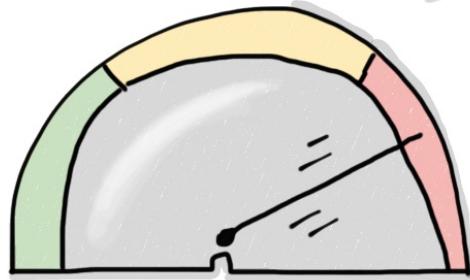
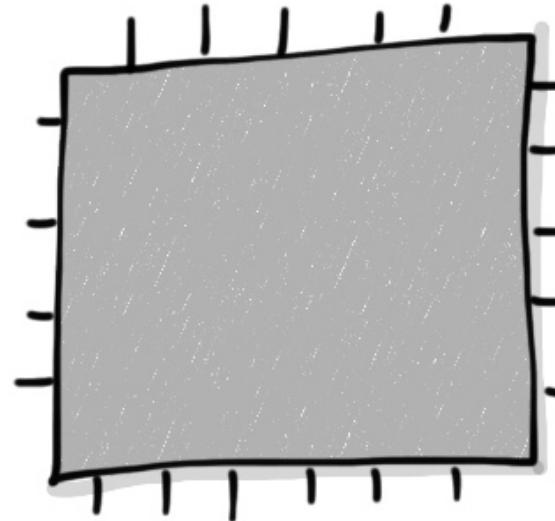
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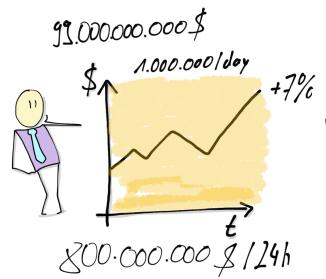
GAMER PERSONAE

CASUAL  
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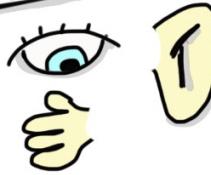
FLOW



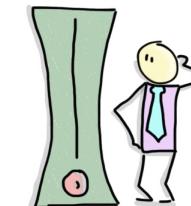
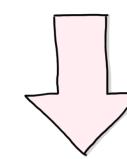
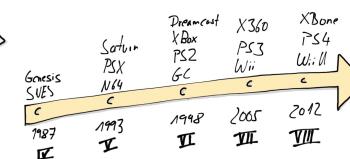
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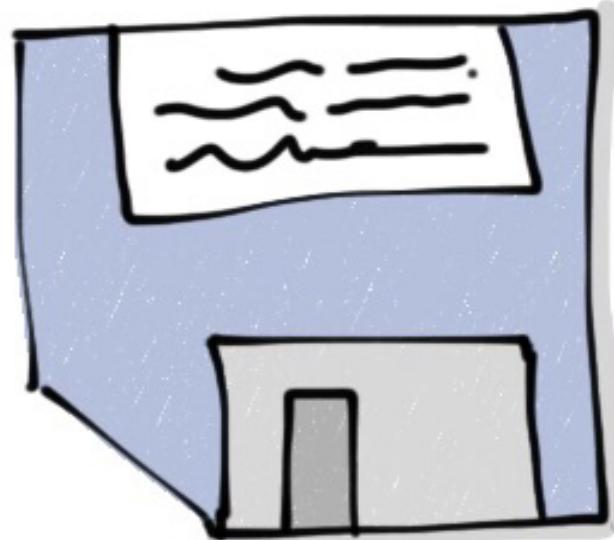
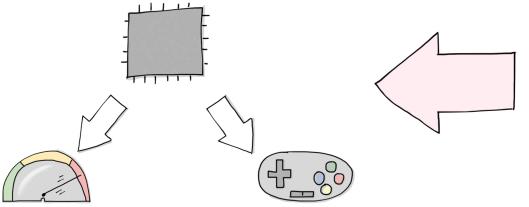
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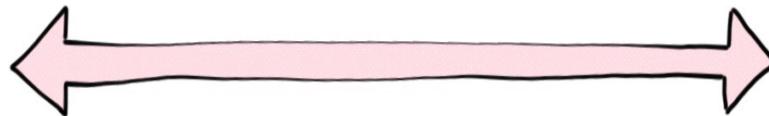
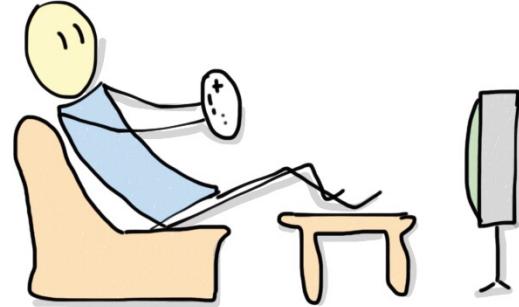
GENERATIONS



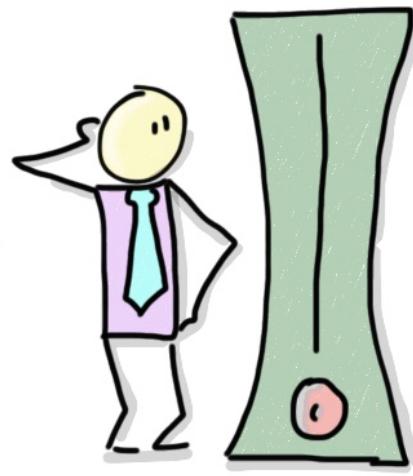
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CORE VS CASUAL



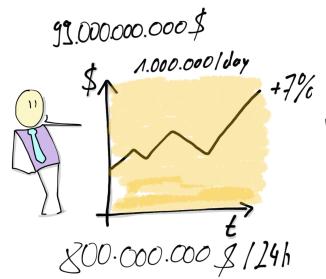
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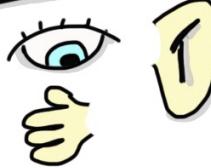
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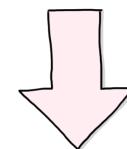
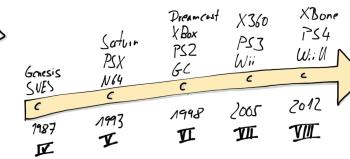
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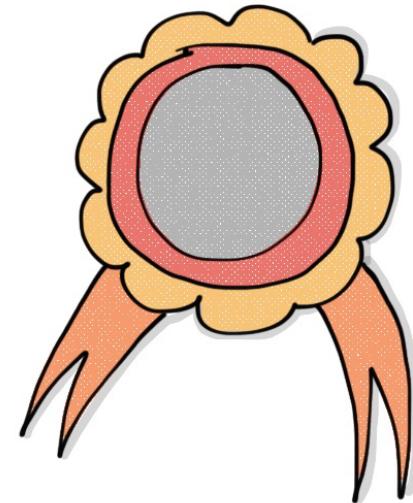
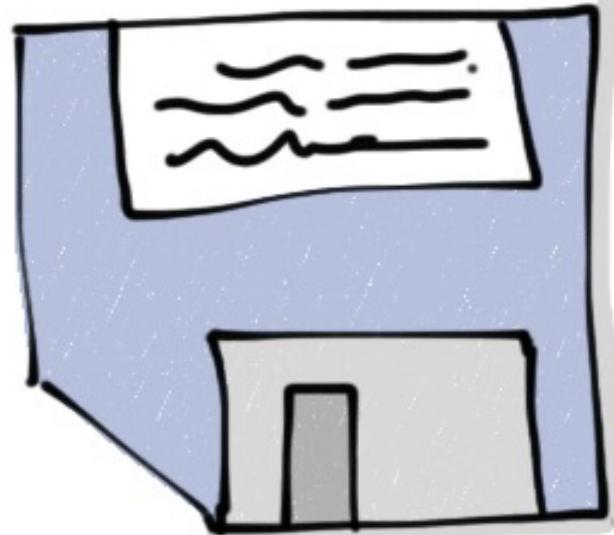
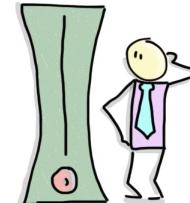


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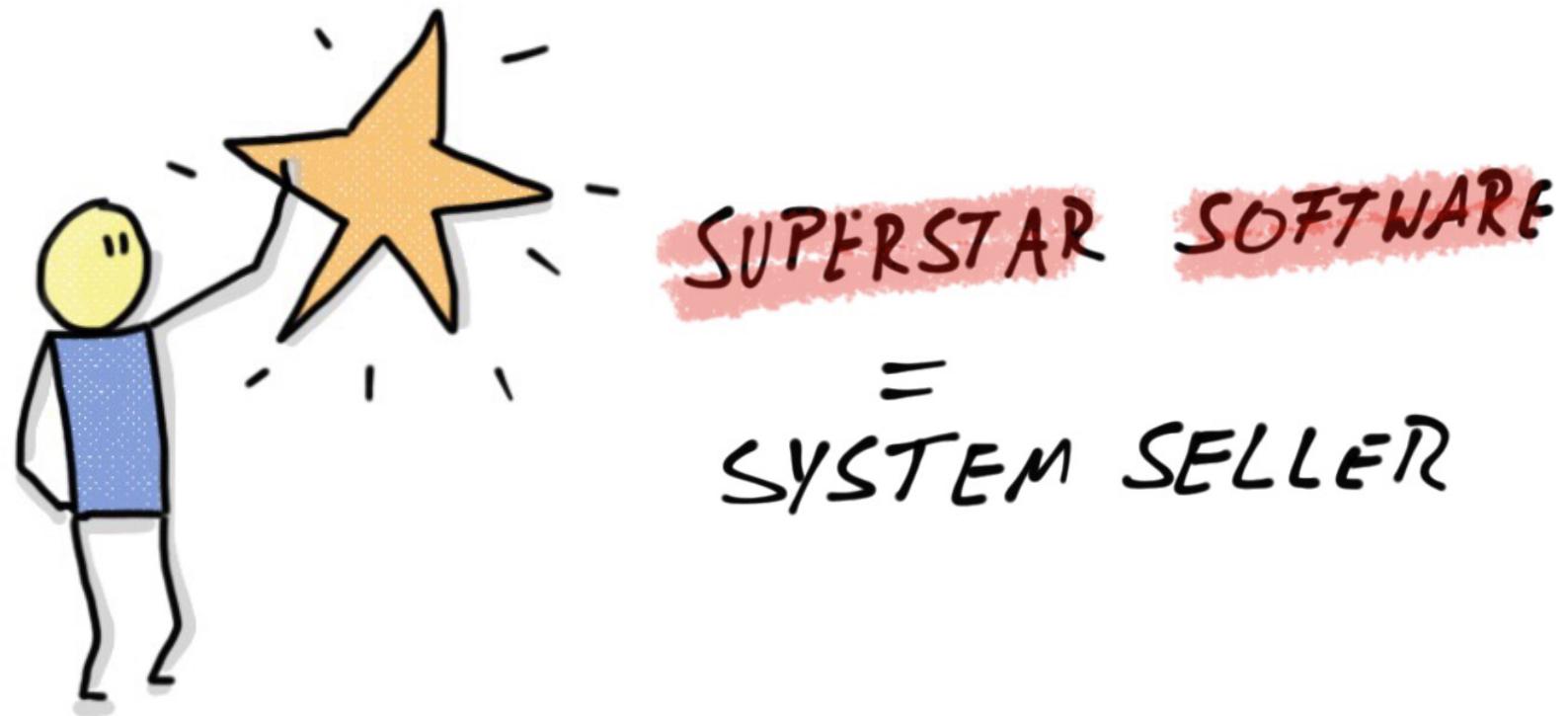


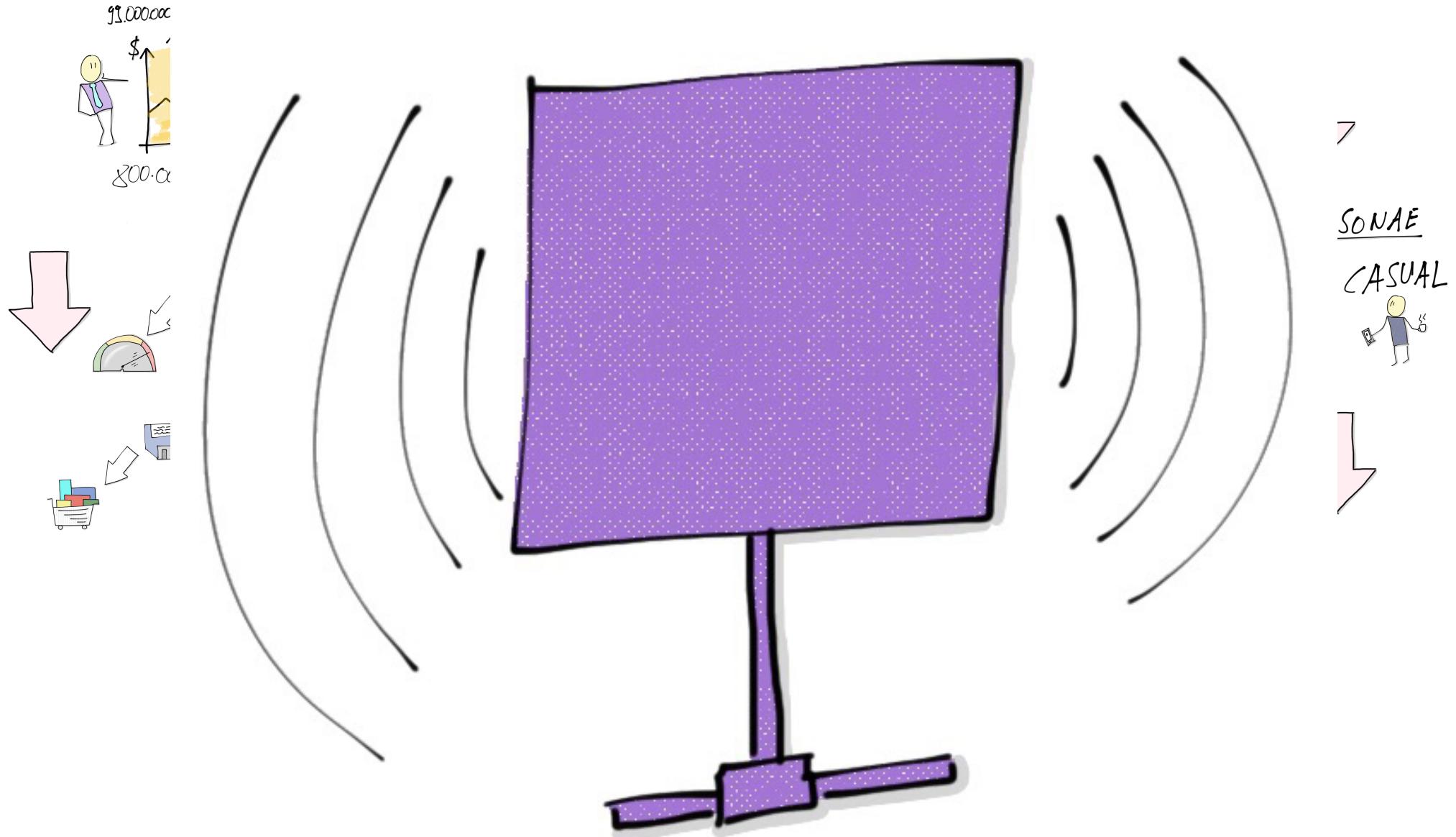
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CORE VS CASUAL



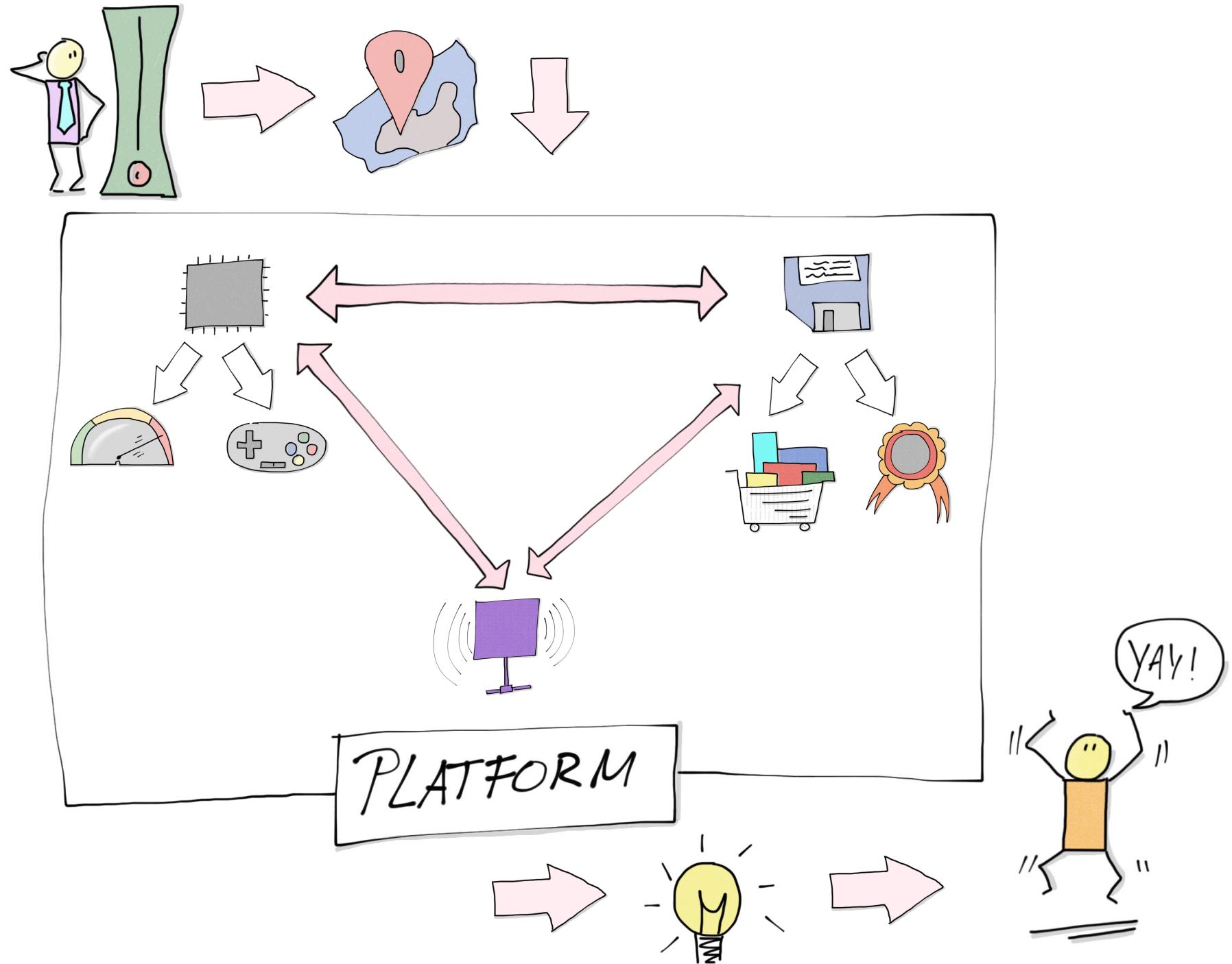
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# Framework



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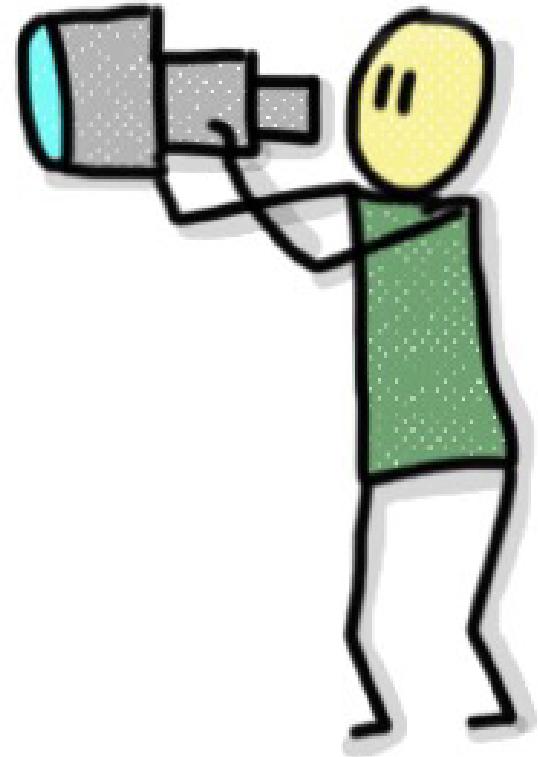
APPLICATION  
GENERATION 7



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## OUTLOOK & LIMITATIONS

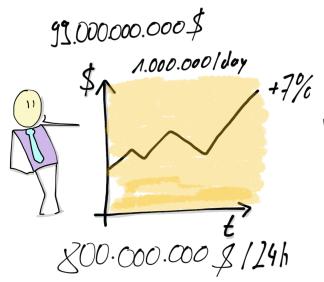
- DATA / DATA DRIVEN / EMPIRIC
- ADDITIONAL FACTORS
- WEIGHT?
- INFLUENCE OF MEDIA / WOMI...
- MOBILE PLATTFORMS?



# DISCUSSION



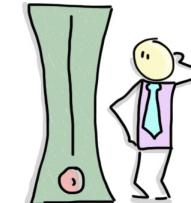
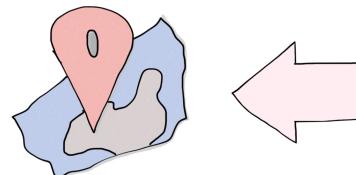
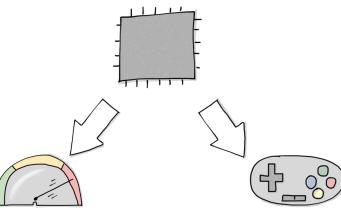
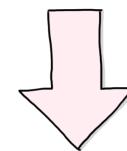
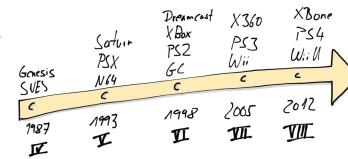
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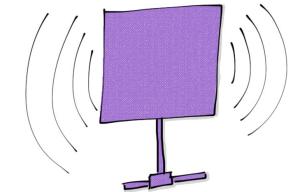
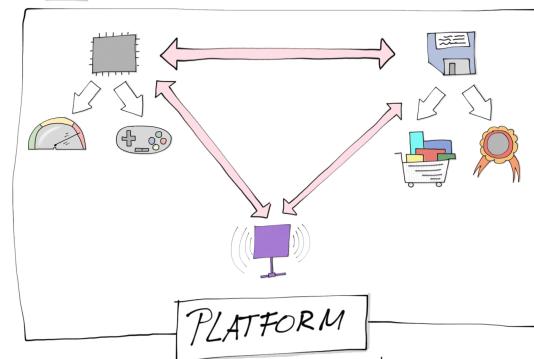
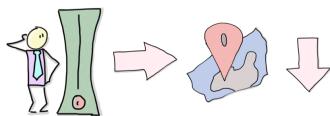
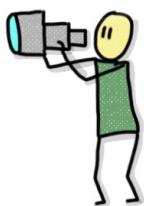
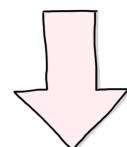
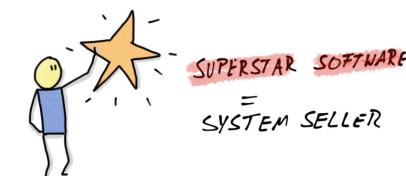
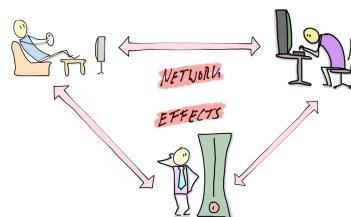
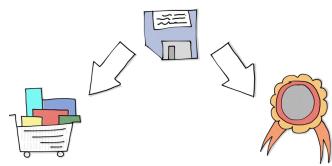
## HEDONIC



## GENERATIONS



GAMER PERSONAE  
CORE VS CASUAL



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## Sources / References

<https://github.com/bartschat>

