

Provide portable entertainment that can be taken anywhere
provides a feeling of nostalgia by continuing strong Nintendo
franchises
provides new forms of entertainment with new innovative games
Allows users to run fun games without the limitations of usual
handheld devices
Removable controllers for ease of use and portability

Nintendo Switch Game
Console
Game console controllers
Nintendo Games (digital and
physical)



Portable gaming system
More powerful than most handheld devices/plays
regular console games
Can hook up to TV
Has hours of battery life
Has removable and extra controllers
Easy to use/Comfortable in hand
Can buy one console for both on the go and at home,
saving money

GAINS:
Want to be entertained
Want to be able to take their entertainment
with them on the go
Familiar content
Powerful system for hard to run games

Fin a fun way to enjoy time at
home with friends
look good for friends
Clear head for work later
Have fun and relax

PAINS:
Bored on the go
Not enough time at home
Handheld devices not powerful enough for
many games
Lack of sufficient budget
Cannot continue home games outside of home
Cant play games with friends on a big screen with
portable device