

**“Lutem”**

# **Optimizing Gaming Satisfaction: An AI-Powered Discovery Interface**

**Strategic Business Innovation 2025**

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City, Date: Olten, 07.06.2025

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## 1 Concept Overview

The concept of **Lutem** is an AI-powered desktop and mobile application designed to help users optimize their gaming experiences by aligning gameplay choices with their available time and emotional state. The goal is to improve user satisfaction and well-being by reducing decision fatigue and increasing the enjoyment of gaming sessions.

Lutem analyzes a user's existing game library across multiple platforms — such as Steam, Epic Games, Xbox, and PlayStation — and offers personalized game recommendations based on several key criteria: available free time, mood suitability, session length, ease of interruption, and price range. By linking their gaming libraries and synchronizing calendars (Google, Outlook, Apple) or manually entering availability and preferences, users receive game suggestions that are precisely matched to their current context and emotional needs.

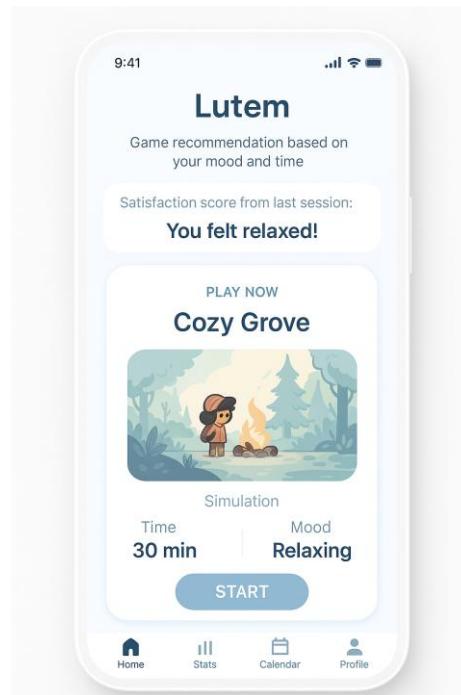


Figure 1 - MockUp Home

In addition to recommending games from the user's existing library, Lutem also identifies suitable new titles based on individual preferences and budget constraints. The platform features a customizable user profile where players can define gaming goals, track their play habits, and monitor their emotional satisfaction over time.

A core innovation of Lutem is its emotional feedback loop. After each session, users are prompted to reflect on their experience, providing satisfaction ratings and feedback. This data is used to refine future recommendations, offering increasingly tailored suggestions that enhance emotional well-

being and motivation. Highlights such as progress summaries and achievement tracking reinforce positive gaming experiences and foster a sense of accomplishment.

The long-term vision for Lutem is to integrate with subscription services like Xbox Game Pass and PlayStation Plus, as well as digital storefronts, enabling users to browse, schedule, and even purchase emotionally rewarding gaming sessions directly through the app.

The name idea is “Lutem.” It is a blend of ludum and tempus, which is Latin for game/play and time.



Figure 2 - Lutem Name Idea

## 1.1 Application Features & User Experience

### 1.1.1 User Profile & Customization

Users will create a profile where they can:

- link existing game libraries (Steam, Epic Games, Xbox, PlayStation, etc.).
- Set gaming preferences (preferred genres, engagement level, session length, etc.).
- Define their available gaming time (manual input or sync with calendar services).
- Set gaming priorities (casual play, competitive gaming, relaxation, etc.).

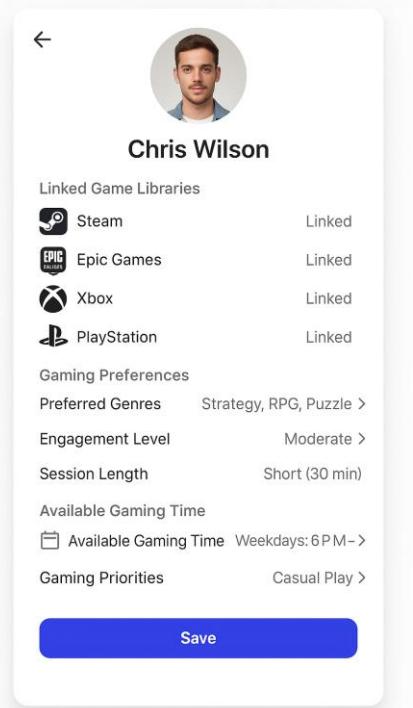


Figure 3 - User Profile

### 1.1.2 AI-Powered Game Suggestion System

The AI will scan the user's linked platforms and suggest which games they already own that fit their available playtime and mood. If the user is open to new games, AI will suggest options based on:

The App recommends based on the following parameters:

- Price range preferences (budget-friendly, premium, or free-to-play games).
- Time constraints (games that fit within user-defined session limits).
- Engagement levels (high intensity vs. relaxing games).
- Stopping ease (games that allow flexible playtime vs. long commitment games).
- Dynamic Suggestions: AI will adapt suggestions based on user behaviour over time.
- Emotional state evaluation

### 1.1.3 Calendar & Time Management Integration

The app has an option to integrate the personal Google Calendar, Outlook, or Apple Calendar to analyze when the user is free for gaming. The app can use the calendar to schedule gaming sessions in free time slots and give notifications to remind users of scheduled game time. This whole process can also be done manual for people that do not want to sync their personal calendars.

#### Welcome back, Jan!

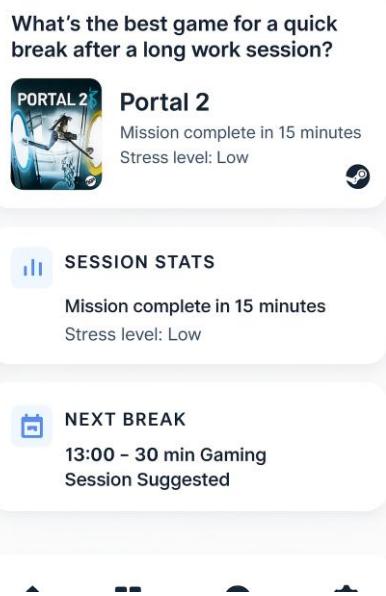


Figure 4 - Recommendation based on Calendar

### 1.1.4 Game Categorization System

AI will intelligently categorize games based on these session lengths.

1. Casual (5-30 min): Puzzle, Arcade, Mobile games, Quick multiplayer matches.
2. Mid-range (30-60 min): FPS, Strategy, Short RPG sessions, Competitive matches.
3. Long-form (60+ min): RPGs, MMOs, Story-driven games, Open-world experiences.

It is also very important how easy a game can be paused or turned off without losing progress. Most single-player games can be paused without any problems, but some might not have constant save points to ensure no progress loss. Online-games on the other hand can not be paused and could lead to temporary cooldowns and an eventual ban for the player when turned off.

## 2 Persona & Human Driver Analysis

In the development of any user-centric innovation, a deep understanding of the target audience is critical. Personas allow us to move beyond assumptions and connect the solution to the daily realities, habits, and emotional needs of real users. Through the personas, the most dominant human driver can be identified and how Lutem can control the customer.

### 2.1 Personas

#### 1. Sam, 28, Working Professional



Figure 5 - Persona Sam

**Behaviour:** Works a full-time job with limited leisure time but enjoys gaming to relax. Prefers quick, rewarding experiences over long, complex gameplay.

**Pain Point:** Often starts long games but cannot finish them due to time constraints, leading to frustration and avoidance of games that require long sessions.

**Human Driver:** Efficiency & Satisfaction – Seeks to maximize entertainment within a limited timeframe.

**Gaming Preferences:** Prefers games that offer quick progress, bite-sized content, or arcade-style fun (e.g., Roguelikes, Battle Royale games, Sports games).

## 2. Emma, 19, University Student



Figure 6 - Persona Emma

**Behavior:** Uses gaming as a study break but must balance academic responsibilities. Enjoys engaging games but needs to avoid those that cause time sinkholes.

**Pain Point:** Finds it difficult to locate short-session games that are fulfilling yet non-addictive.

**Human Driver:** Balance & Convenience – Needs structured gaming breaks that enhance focus rather than becoming a distraction.

**Gaming Preferences:** Prefers light puzzle games, quick strategy rounds, or mobile-friendly experiences.

### 3. Mark, 35, Casual Gamer & Parent



Figure 7 - Persona Mark

Behavior: Loves gaming but has an unpredictable schedule due to parenting responsibilities. Needs games that allow stopping at any time without losing progress.

Pain Point: Gets frustrated with games that have long commitments or lack a pause function.

Human Driver: Flexibility & Accessibility – Needs games that can accommodate sudden interruptions.

Gaming Preferences: Prefers turn-based strategy, casual mobile games, or quick co-op experiences with friends or his children.

**4. Lisa, 40, Busy Entrepreneur**

Figure 8 - Persona Lisa

Behavior: Runs a business and has very little free time, but still enjoys gaming as a way to disconnect. Gaming is secondary to work priorities.

Pain Point: Often doesn't have time for gaming and needs something highly engaging but short.

Human Driver: Instant Gratification & Control – Needs a game that delivers quick dopamine hits without requiring long engagement.

Gaming Preferences: Prefers hyper-casual mobile games, quick FPS matches, or racing games that can be played in 5-10 minutes.

**5. Jake, 24, Gaming Enthusiast with Lots of Free Time**

Figure 9 - Persona Jake

Behavior: Has a flexible schedule and spends a lot of time gaming. Always looking for new recommendations.

Pain Point: Finds it hard to pick what to play next from an extensive game library.

Human Driver: Exploration & Variety – Wants fresh, curated gaming experiences.

Gaming Preferences: Open to all genres, enjoys discovering new titles, and values recommendations based on mood and preferences.

## 2.2 Most Dominant Human Driver: Efficiency & Satisfaction

Table 1 - Persona Overview

Persona	Behaviour	Pain Point	Human Driver	Gaming Preferences
<b>Sam</b>	Works full-time, limited free time, enjoys gaming to relax	Can't finish long games due to time constraints	<b>Efficiency &amp; Satisfaction</b>	Quick progress, bite-sized content (Roguelikes, Battle Royale, Sports)
<b>Emma</b>	University student, uses gaming for study breaks	Struggles to find short-session fulfilling games	<b>Balance &amp; Convenience</b>	Light puzzle games, quick strategy rounds, mobile-friendly
<b>Mark</b>	Parent, unpredictable schedule, loves gaming	Needs games that allow stopping at any time	<b>Flexibility &amp; Accessibility</b>	Turn-based strategy, casual mobile games, quick co-op
<b>Lisa</b>	Entrepreneur, very little free time, plays on mobile	Needs short, engaging games without commitment	<b>Instant Gratification &amp; Control</b>	Hyper-casual mobile, quick FPS, racing games
<b>Jake</b>	Gaming enthusiast, lots of free time, always exploring new games	Has trouble picking what to play next	<b>Exploration &amp; Variety</b>	Open to all genres, enjoys discovering new titles

The most dominant human driver across all personas is satisfaction. This reflects the fundamental need to maximize emotional reward and fulfilment during gaming sessions. Satisfaction goes beyond simply saving time; it captures the desire for meaningful, enjoyable, and personally rewarding experiences, even within limited or unpredictable schedules.

Table 2 - How Lutem Delivers Satisfaction

Persona	Satisfaction	How Lutem Delivers Satisfaction
<b>Sam</b>	<b>Satisfaction through Efficient Relaxation</b>	Lutem recommends short-session games that ensure quick wins and rewarding experiences without the frustration of unfinished sessions, helping Sam unwind effectively within limited free time.
<b>Emma</b>	<b>Satisfaction through Balance and Convenience</b>	Lutem identifies optimal break moments and suggests games that are engaging yet easily manageable, allowing Emma to enjoy satisfying study breaks without overextending her time.
<b>Mark</b>	<b>Satisfaction through Flexibility</b>	Lutem prioritizes games with flexible save systems and quick exit options, enabling Mark to enjoy rewarding gameplay without worrying about sudden interruptions or progress loss.
<b>Lisa</b>	<b>Satisfaction through Instant Gratification</b>	Lutem recommends games that deliver immediate engagement and fast-paced rewards, allowing Lisa to maximize enjoyment in her short available gaming windows.
<b>Jake</b>	<b>Satisfaction through Exploration and Variety</b>	Lutem curates personalized recommendations based on Jake's preferences and playing history, reducing choice overload and enhancing his satisfaction through diverse and novel gaming experiences.

For users like Sam, Emma, and Lisa, who have restricted free time, satisfaction is achieved by ensuring that gaming fits smoothly into their daily lives without creating additional stress or a sense of incompleteness. They require a system that not only matches their available time but also provides emotionally rewarding experiences that help them unwind and recharge.

Mark, as a parent with an unpredictable schedule, values satisfaction through flexibility. His gaming needs center on being able to start and stop games easily without losing progress, allowing him to enjoy meaningful leisure moments without concern for interruptions.

Jake, in contrast, has a lot of free time but seeks satisfaction through exploration. He is motivated by discovering new, engaging experiences that match his current interests and moods, rather than wasting time browsing through endless options.

The AI-driven system in Lutem is designed to align with the satisfaction driver by offering personalized, mood-sensitive recommendations. It learns from user behaviour, preferences, and context to suggest games that not only fit the available time but also deliver the right emotional experience. By minimizing decision fatigue and enhancing the quality of each gaming session, Lutem helps users maximize their satisfaction and enjoyment, regardless of their lifestyle or time constraints.

### 3 3rd party Management

Third-party management refers to the strategic integration of external platforms, services, and data providers that enhance the value proposition of Lutem (Deloitte, 2021). By leveraging partnerships with gaming libraries, subscription services, and calendar tools, Lutem can extend its core capabilities without building all functionalities internally. In this assignment, third-party management is analysed by identifying key partners, assessing their contributions to the user experience, and evaluating how these integrations strengthen Lutem's ability to deliver personalized, satisfaction-driven gaming recommendations.

#### 3.1 Values

Modern gamers increasingly seek experiences that support their emotional health. Research indicates that video games can offer significant emotional benefits, with 88.4% of participants in one study reporting positive emotional outcomes from gaming, such as stress relief and enhanced mood (Hazel J, 2022). Lutem commits to integrating third-party solutions that promote such enriching experiences, ensuring that gaming remains a restorative activity that complements users' daily lives. Research by Liang, 2006 demonstrates that personalized recommendation systems significantly improve user satisfaction by reducing information overload and aligning with users' intrinsic motivations. Their findings show that users appreciate systems that minimize search effort and present relevant options, enhancing the emotional and practical quality of the experience.

Additionally, trust in AI is critical (Choung, 2022), as users need confidence that the recommendations provided genuinely align with their gaming preferences, moods, and lifestyle contexts. Lutem addresses this need by offering transparent recommendation processes, allowing users to understand how their feedback shapes future suggestions. Through visible satisfaction tracking, personalized session summaries, and explainable suggestion logic, Lutem fosters a user relationship built on trust and emotional alignment.

## 3.2 Competition Analysis

### 3.2.1 Gaming competitors

While several existing platforms offer basic game recommendations, they primarily rely on popularity metrics, past purchases, or subscription catalogues. They do not address the emotional needs of users or optimize for user satisfaction.

Some key competitors and related services regarding gaming include:

**Steam Discovery Queue & Recommendations** – Provides game recommendations based on previous purchases but lacks time-based or schedule-aware suggestion (Steam, 2025)



Figure 10 - Steam Discovery Queue

**PlayStation & Xbox Game Pass Suggestions** – Suggests games available within subscription services but does not consider individual user availability or playstyle (XBOX, 2025).

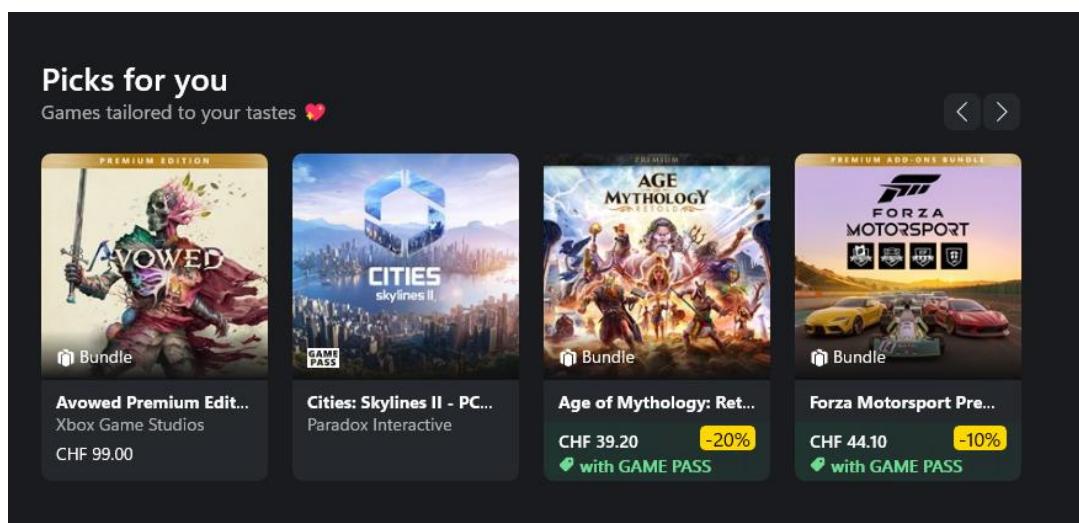


Figure 11 - Xbox Game Pass Suggestion

**Backloggery & HowLongToBeat** – Helps users track game progress and estimate playtime, but lacks real-time AI-driven recommendations (Backloggery, 2025).



Figure 12 - Backloggery

**Google Play & Apple App Store Recommendations** – Suggests mobile games but relies on algorithmic popularity rather than user-specific scheduling needs or mood. (Google Play, 2025).



Figure 13 - Google Play Recommended for you

While several existing products offer aspects of gaming recommendations, none address the need for satisfaction-driven, emotionally personalized experiences integrated with users' gaming habits. For instance, Ludocene is an innovative app designed to help gamers discover lesser-known titles they might enjoy, using a format inspired by deck-building games. Users add games they like to their collection, and the app recommends similar titles. However, Ludocene does not consider individual emotional states, mood alignment, or playstyle preferences when generating recommendations (kickstarter, 2025)

Similarly, Habitica is a gamified task management application that uses role-playing game mechanics to assist users in structuring their behavior (Habitica, 2025). While it helps users manage tasks

and build habits, it lacks any gaming recommendation functionality, and it does not adapt to users' emotional needs or daily rhythms.

Competition from existing recommendation systems — such as Steam, Game Pass, or AI-driven discovery tools — could pose a challenge, particularly if these platforms improve their personalization features. However, these services primarily focus on engagement metrics and content promotion rather than delivering recommendations aligned with emotional satisfaction or well-being.

### **3.2.2 Time Management**

The market for AI-driven time management applications is well-established, with several key players utilizing artificial intelligence to optimize scheduling, task prioritization, and workflow automation. Applications like Notion AI, ClickUp, Clockwise, and Otter.ai use AI to enhance productivity by streamlining calendars, automating reminders, summarizing meetings, and managing workloads efficiently. These solutions demonstrate how AI can improve time management by reducing cognitive load and optimizing user schedules.

**Notion AI** –Notion AI enhances the Notion productivity platform by assisting users in writing, summarizing notes, adjusting tone, translating text, and more. It integrates seamlessly with tools like Slack, GitHub, and Zoom, offering a unified workspace for managing tasks and schedules (Notion, 2025).

**ClickUp** – ClickUp utilizes AI to streamline workflows by automating routine tasks, such as scheduling meetings and sending reminders. Its user-friendly interface and integration capabilities with existing project management systems make it a versatile tool for enhancing productivity (ClickUp, 2025).

**Clockwise** – Clockwise employs AI to optimize team schedules by intelligently managing calendar conflicts and creating uninterrupted work time. It helps in reducing meeting overload and ensures that teams can focus on high-priority tasks (Clockwise, 2025).

These applications demonstrate the growing trend of incorporating AI into time and task management, aiming to enhance productivity and streamline workflows through automation and intelligent insights. While they fulfill the need for optimizing work efficiency, they do not address emotional well-being or satisfaction, nor are they adapted for leisure activities like gaming. As a result, they remain disconnected from the unique emotional drivers and fulfillment needs that gaming-focused solutions must prioritize.

### 3.2.3 Stats and Recognition

Several services and platforms provide users with statistics, achievement tracking, and gameplay summaries. These features aim to document player progress and milestones, offering users a way to review their gaming performance over time.

Some notable examples include:

**PlayStation Network Trophy System & Xbox Achievements:** Both platforms track player milestones and provide a structured system of achievements and rewards. Players can view detailed profiles showcasing their progress across different games, offering a form of recognition within the platform ecosystem.

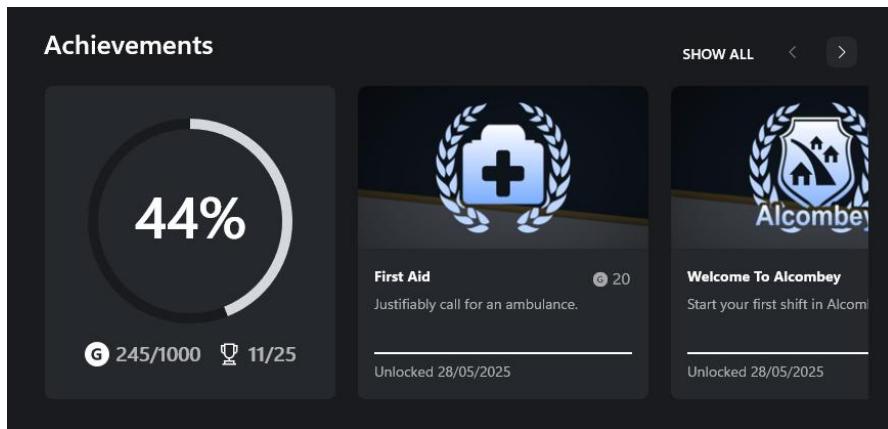


Figure 14 - Xbox Achievements

**Steam Achievement System:** Steam tracks in-game achievements across its platform, allowing users to monitor progress and compare achievements with friends. Achievements are integrated directly into the gaming experience and accessible through the user's Steam profile.



Figure 15 - Steam Achievement Showcase

**Overwolf:** It used to be primarily a tracker and highlight recording platform, but has evolved into a platform that allows players to create and use in-game apps and mods, offering a variety of features like in-game overlays, live game stats, recording, and more. It acts as a development platform where creators can build, share, and monetize their in-game applications

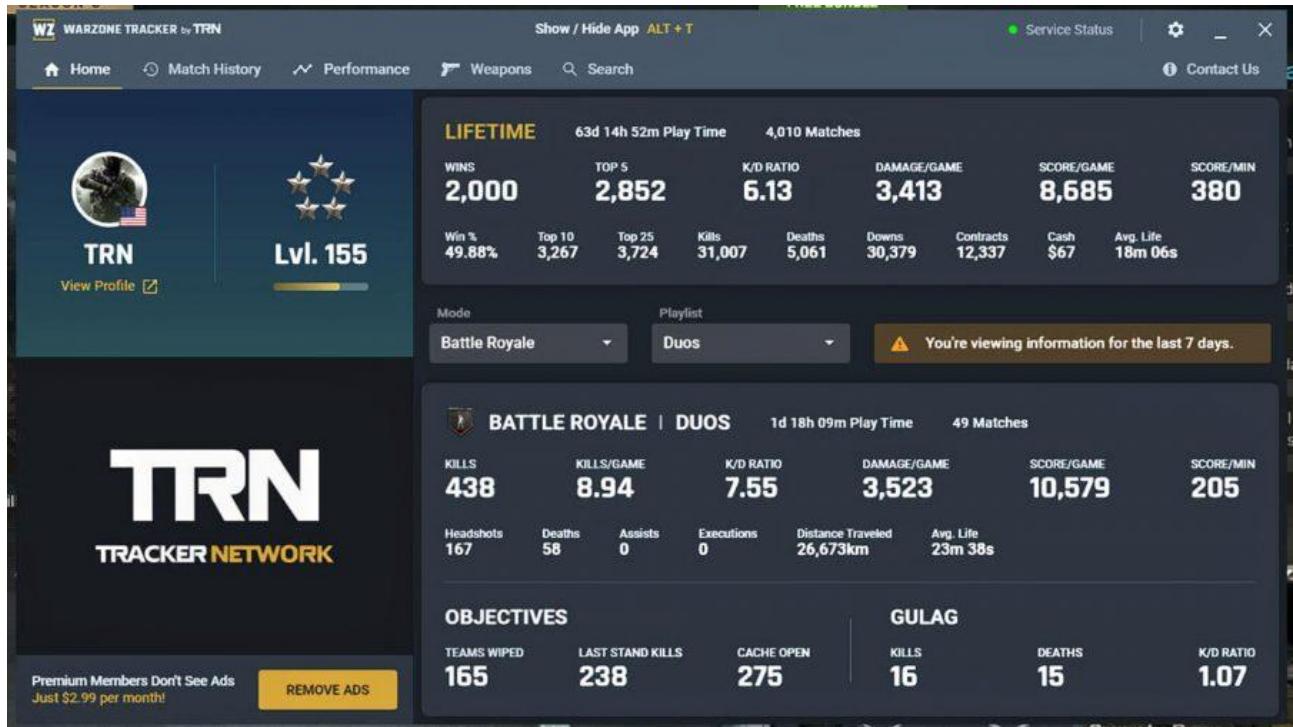


Figure 16 - Overwolf via <https://www.pcgamesn.com/what-is-overwolf>

**Tracker Network (Fortnite Tracker, Apex Tracker, Leetify, op.gg):** These services offer detailed game-specific statistics, such as win rates, match history, and rankings. They are commonly used by players of online multiplayer games to monitor performance and improvement. These are mostly focused on one specific game.

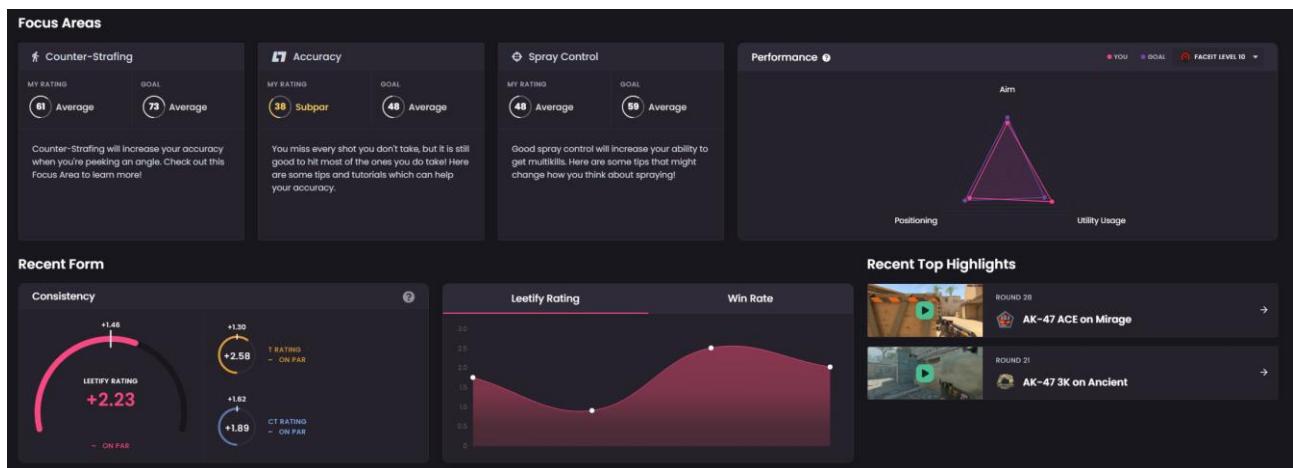


Figure 17 - Leetify Dashboard

In addition to these services, many individual games include built-in tracking features. These range from basic session statistics to comprehensive achievement and milestone systems embedded within the game interface, allowing players to reflect on their progress without external tools.

While these platforms and systems provide structured data on player performance, they are primarily designed to record achievements or track your statistics rather than to actively enhance emotional satisfaction.

### **3.2.4 Well-Being and Digital Health Apps**

In the broader digital landscape, various well-being and mental health apps such as Headspace, Calm, and Fitbit focus on promoting emotional balance, mindfulness, and stress reduction. These platforms use AI-driven personalization to suggest meditation sessions, sleep routines, or fitness goals based on user feedback and behavioral patterns. There are studies that highlight the ability of Artificial Intelligence regarding stress detection (Mentis, 2024), which could mean a rise of application or adaption in this field.

While these applications successfully address emotional well-being, they do not extend their focus to leisure activities such as gaming. They are designed primarily for passive or health-focused interventions (e.g., meditation, sleep tracking) rather than for enriching the emotional quality of active leisure experiences like gaming.

Consequently, there is a gap in the market for a solution that bridges the well-being benefits of mindfulness apps with the engagement and enjoyment that gaming offers. Lutem positions itself uniquely by combining emotional satisfaction optimization with gaming discovery, offering users not just passive wellness but active, emotionally enriching leisure experiences tailored to their individual moods and preferences.

### **3.2.5 Conclusion on Competition Analysis**

The competitive landscape reveals that existing solutions focus predominantly on game discovery, time management, or performance tracking in isolation. Platforms like Steam, PlayStation Network, and Xbox prioritize achievement systems and content recommendations, while services such as Overwolf and Tracker Networks focus on performance analysis and gameplay documentation. Additionally, many games offer internal statistics and progress tracking features, further supporting players in monitoring their performance. While a range of gaming platforms and well-being applications address isolated aspects of discovery or emotional health, none successfully combine emotionally intelligent recommendations with active leisure experiences like gaming.

### 3.3 Role of 3rd Party Management in Lutem

Third-party management in Lutem refers to the strategic integration of external platforms, AI systems, and digital ecosystems to enhance personalization and user satisfaction. By acting as an intermediary between users and various gaming services, Lutem enriches the gaming experience by aligning game recommendations with the user's emotional needs, preferences, and lifestyle patterns.

Just as AI assists users in productivity apps by optimizing workflows, Lutem applies AI to gaming habits by analysing schedules, behavioural patterns, and satisfaction drivers. This approach follows the broader trend of AI-driven value creation in digital ecosystems, ensuring that users receive not only relevant but emotionally resonant and personalized gaming suggestions.

#### 3.3.1 *How AI and 3rd Party Management Enhance Lutem's Value*

Lutem analyses a user's schedule alongside behavioural and preference data to suggest games that fit not only available time slots but also the user's current emotional needs. By integrating with platforms like Steam, Xbox, and PlayStation, Lutem ensures that recommendations are tailored to owned games and active subscriptions, enhancing satisfaction without additional effort.

The AI system continuously evaluates play history, user preferences, mood patterns, and session outcomes to deliver highly personalized recommendations. Machine learning adapts over time, increasing the likelihood that each game suggestion aligns with the user's evolving satisfaction drivers.

Beyond time-based scheduling, Lutem can analyse behavioural signals such as stress levels or energy patterns, allowing it to recommend not only whether a gaming break is needed but also which type of game, sequence, or interaction would best restore the user's emotional balance. By moving from static recommendations to context-sensitive, satisfaction-driven suggestions, Lutem opens the door to deeper forms of customer control and engagement.

Lutem offers lightweight feedback after gaming sessions by highlighting achievements, session milestones, and progress summaries. This reinforcement helps users recognize and reflect on their accomplishments, promoting long-term emotional engagement rather than focusing solely on game-play frequency or time spent.

Lutem's design is rooted in understanding psychological motivators such as satisfaction, balance, and enjoyment. Different personas, from casual players to dedicated gamers, benefit from AI-driven, context-aware recommendations that enhance satisfaction without overwhelming users with excessive choices or rigid scheduling.

### **3.3.2 *Strategic Importance of 3rd Party Management***

While many gaming services focus on discovery or time tracking, Lutem differentiates itself by prioritizing emotional satisfaction and experience quality. Through third-party integrations, Lutem ensures its recommendations are grounded in real user data while maintaining a personalized and adaptive approach.

By consistently delivering satisfying gaming experiences, Lutem fosters a deeper emotional connection with users, increasing engagement and loyalty over time. Satisfying experiences are more likely to encourage habitual use than purely efficient scheduling.

AI-driven third-party integrations allow Lutem to expand into cloud gaming, subscription-based ecosystems, and social gaming networks. This ensures that as user preferences and gaming platforms evolve, Lutem can continue to offer satisfying, personalized recommendations across a broad ecosystem.

### **3.3.3 *Conclusion***

The current market landscape reveals a gap in AI-powered solutions that integrate game recommendations with satisfaction optimization. While AI-driven time management applications and recommendation engines exist, none specifically cater to gamers seeking emotionally fulfilling gaming experiences tailored to their daily lives. Lutem fills this gap by combining intelligent game suggestions with reflective feedback and mood-sensitive personalization, ensuring users maximize their enjoyment and emotional rewards from gaming sessions. This unique positioning distinguishes Lutem from traditional time management tools and recommendation services, creating a new niche in the gaming industry focused on satisfaction-driven innovation.

## 4 Customer Control

In digital platforms, customer control refers to the user's ability to actively influence, customize, and steer their own experience. It extends beyond passive consumption by giving users meaningful ways to shape how a service interacts with them — whether through personalization settings, feedback loops, or transparency features. High levels of customer control not only enhance user satisfaction but also foster trust and loyalty, as users feel empowered rather than manipulated by the platform. For Lutem, enabling customer control means ensuring that users can adapt gaming recommendations to their preferences, emotional needs, and evolving lifestyles, turning the platform into a truly user-centric experience.

### 4.1 Addressing human driver

To understand how Lutem can respond to its most dominant human driver, satisfaction, it is essential to examine how the application integrates into the daily life of a potential user. By analysing a realistic daily routine, we can identify key touchpoints where Lutem creates emotional value, eliminates frustration, and enhances the overall gaming experience. This approach helps highlight the real needs of the user and shows how Lutem not only recommends suitable games but also contributes to a more fulfilling and balanced digital leisure routine. Additionally, the analysis specifies the data needed and identifies the contributors involved in delivering this value.

### 4.2 Analysing daily routine

To analyse the daily routine, the day is split up into the following sections:

1. Morning
2. Midday
3. Late Afternoon
4. Evening
5. (Weekly recap)

Each part of the day is examined with and without the use of Lutem in the life of the persona Sam. The analysis focuses on the positive changes Lutem provides, the emotional benefits, the data required, and the contributors necessary to enable these improvements.

#### **4.2.1 Step 1: Morning – Starting the Workday (Home Office)**

##### **Without Lutem:**

Sam begins his day by reviewing his calendar and after his morning routine, his home office starts. If he gets 30 minutes between meetings, he wastes half of it browsing game libraries or mindlessly scrolling social media, which does not give him any satisfaction.

##### **With Lutem:**

Lutem syncs with his work calendar and identifies an upcoming 30-minute window between calls. It recommends a “Quick Win” game like Dead Cells (Roguelike with fast runs), selected for its suitability to short, flexible sessions. In addition, Lutem provides a small highlight from Sam’s previous day, such as an achievement completed or a personal best reached. This brief moment of positive feedback boosts Sam’s motivation and satisfaction even before his workday begins. With his breaks planned out and a positive mindset, Sam feels more prepared for the day ahead.



Figure 18 - Sam in the Morning

##### **Change:**

Reduces decision fatigue and increases morning satisfaction by offering both a suitable game recommendation and positive reinforcement through achievement highlights.

##### **Data Needed:**

- Calendar sync (Outlook, Google)
- User's preferred game length and types
- Game session metadata (average playtime, pause features)
- Achievement and gameplay summary data

##### **Contributors:**

- User: Links calendar, selects preferences
- AI: Detects free slots, filters matching games, identifies previous session highlights
- Game platforms: Provide metadata and achievement tracking

#### **4.2.2 Step 2: Midday – Between Calls / Micro-Break**

##### **Without Lutem:**

Sam finishes a long Zoom call earlier than expected. He has 20 minutes but hesitates to start a game, fearing he won't finish or will be interrupted again. He ends up scrolling social media instead. Sam still feels exhausted even with taking a break.

##### **With Lutem:**

Lutem detects the unexpected break through calendar integration and behaviour patterns. Recognizing the likely mental fatigue after a long meeting, Lutem suggests a "Fast Restart" title with bite-sized content (e.g., Tetris Effect, Apex Legends Arenas) designed for quick, low-effort engagement. The recommendation is adapted not only to the available time but also to the inferred stress level, promoting a short, restorative gaming session. Sam is notified: "Quick session with minimal commitment. Easy to pause if needed." This targeted suggestion helps Sam feel refreshed and recharged, making the break more valuable and satisfying.

##### **Change:**

Sam fills breaks with real emotional value, restoring his energy through a context-sensitive game recommendation that balances engagement with recovery.

##### **Data Needed:**

- AI learns from Sam's daily rhythms and interruption patterns
- Calendar sync and meeting data
- Game metadata: pause-ability, session length, cognitive load
- Behavioural feedback to refine stress-level inference

##### **Contributors:**

- User: Inputs optional session feedback
- AI: Detects free slots, infers fatigue patterns, refines break-fit suggestions
- Calendar app or activity tracker
- Game platforms: Provide game metadata



Figure 19 - Sam Midday

#### **4.2.3 Step 3: Late Afternoon – Mental Reset**

##### **Without Lutem:**

Sam finishes a draining meeting and wants a short mental break. He opens a game like FIFA but ends up getting drawn into a 30-minute match with no clear endpoint. He feels more tired than before he started.

##### **With Lutem:**

Lutem, informed by behaviour tracking, recognizes that Sam often seeks a mental reset in the late afternoon. It recommends “Progress-Per-Minute” games—titles that provide rapid rewards and a sense of accomplishment within a short time frame (e.g., Hades, Slay the Spire, Loop Hero). The system also displays an estimate of when the first major achievement or rewarding milestone can be reached (e.g., “First boss in ~12 mins”). After the session, Lutem provides a brief summary of Sam’s progress, reinforcing the sense of achievement and helping him end his break with a positive emotional boost.

##### **Change:**

Sam experiences a refreshing break with quick, rewarding progress and a reflective summary that increases his satisfaction without risking overtime or mental fatigue.

##### **Data Needed:**

- Session completion estimates and reward timing
- Historical play length per game
- Genre-to-reward mapping
- Achievement and milestone tracking

##### **Contributors:**

- AI: Calculates reward density, matches session goals, provides post-session summary
- Game database: Supplies time-to-reward stats and achievement data
- User: Passive input through play behaviour



Figure 20 - Sam Late Afternoon

#### 4.2.4 Step 4: Evening – Post-Work Wind Down

##### Without Lutem:

After work, Sam wants to relax but often picks a complex game out of guilt (e.g., that RPG he hasn't touched in a month). It is too heavy, he quits early and feels frustrated, missing the emotional reset he hoped for.

##### With Lutem:

Lutem avoids guilt-driven picks by offering a personalized “Low-Cognitive Load” playlist for the evening, designed for relaxation and emotional recovery. Recognizing lower energy levels at the end of the day, Lutem suggests arcade-style fun or casual sports mini-modes such as Trackmania or Rocket League casual mode. After the session, Sam is invited to tag his experience as “relaxing” or “stressful,” allowing Lutem to further refine future recommendations and continuously improve his post-work satisfaction.

##### Change:

Sam experiences a true emotional reset, ending his day with light, satisfying gaming that leaves him feeling recharged rather than drained.

##### Data Needed:

- Mood or energy-based preferences
- Time-of-day engagement patterns
- Game genre intensity tags
- Post-session feedback for mood alignment

##### Contributors:

- User: May optionally tag sessions as “relaxing” or “stressful”
- AI: Adjusts future mood-matching picks and playlist recommendations
- Game metadata: Provides genre intensity and cognitive load tags



Figure 21 - Sam Evening

#### 4.2.5 Step 5: Weekly Recap – Guilt-Free Tracking

##### Without Lutem:

Sam sometimes feels like he wastes time gaming or does not remember what he played. There is no clear sense of accomplishment or satisfaction.

##### With Lutem:

Lutem provides a weekly dashboard summarizing Sam's gaming activities: "You completed 3 short sessions, finished 2 boss runs, and explored 1 new title." In addition to achievements, Lutem highlights moments of high engagement and satisfaction based on Sam's feedback and play patterns. To keep the gaming experience fresh and rewarding, Lutem also recommends a curated selection of upcoming game releases or new titles that align with Sam's preferences and satisfaction goals. This weekly reflection transforms gaming into a rewarding, intentional part of his life and builds anticipation for future positive experiences.

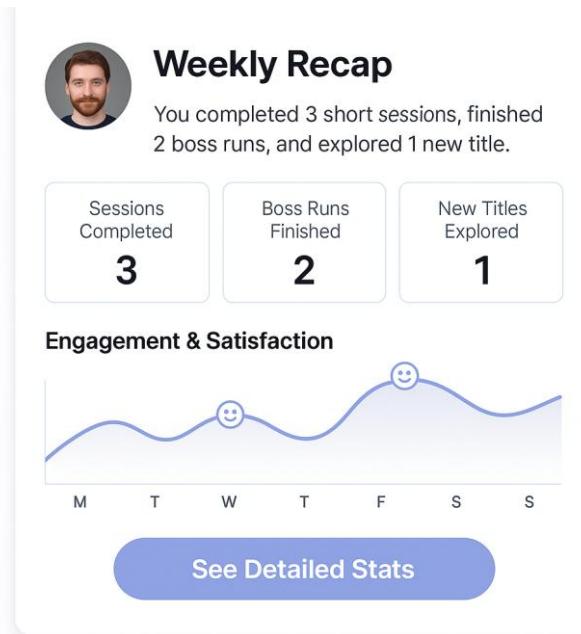


Figure 22 - Weekly Recap

## Change

Transforms gaming into a meaningful and satisfying experience by reinforcing positive habits, encouraging reflection on accomplishments, and fostering excitement for new opportunities in the coming week.

**Data Needed:**

- Play session summaries
- Game achievements and completion data
- User satisfaction ratings and feedback
- Engagement patterns during play sessions
- Upcoming game release information matched to user preferences

**Contributors:**

- User: Rates sessions if desired
- AI: Identifies satisfaction trends and suggests future activities
- Game platforms and publishers: Provide data on upcoming releases

#### **4.2.6 Summary: How Lutem Enhances Daily Satisfaction**

Throughout Sam's daily routine, Lutem transforms gaming from an unstructured activity into a series of emotionally rewarding experiences. By combining intelligent scheduling, mood-sensitive recommendations, positive session reflections, and forward-looking suggestions, Lutem supports users in integrating gaming meaningfully into their lives. This satisfaction-focused approach ensures that gaming is not only efficient in terms of time use but also deeply fulfilling, enhancing well-being and maintaining engagement over the long term.

Table 3 - How Lutem Helps Sam

Challenge	Lutem's Solution
<b>Unpredictable meeting schedule</b>	Context-sensitive suggestions that fit free slots and promote emotional reset
<b>Starts long games, can't finish</b>	Recommends short-session games designed for quick satisfaction and easy pausing
<b>Fatigue after work</b>	Personalized evening playlists offering low-cognitive load, relaxing gaming experiences
<b>Feels unproductive after gaming</b>	Weekly reflections and session highlights reinforce accomplishments and satisfaction
<b>Doesn't know what to play → gives up</b>	Intelligent, mood-based game suggestions reduce choice overload and ensure emotionally rewarding selections

### 4.3 Common alternatives for gaming

To critically assess Lutem's value proposition and customer control, the need to explore non-gaming alternatives that users like Sam might turn to during break-time is also important. The goal is to understand potential competing behaviours and identify whether Lutem addresses a unique need, or if similar outcomes could be achieved through more common options.

By comparing gaming with other common break-time activities, we look to clarify where gaming, when optimized correctly, can outperform alternatives in terms of efficiency, satisfaction, and engagement

Table 4 – Alternatives to Gaming

Alternative	Description	Pros	Cons	Comparison to Gaming via Lutem
<b>Scrolling Social Media</b>	Checking Instagram, Reddit, TikTok, LinkedIn	Low effort, habit-forming, quick dopamine hit	Time sink, passive consumption, can worsen focus or stress	Less intentional, less satisfying
<b>Watching YouTube/Short Videos</b>	Watching a video essay, quick sports replay, or tech video	Engaging and easy to pause	May overshoot time limit, passive engagement	Similar to gaming, but lacks interaction
<b>Listening to Music or Podcasts</b>	Passive entertainment while relaxing	Helps decompress, especially music	May not provide a clear "break moment" or shift in mindset	Good supplement, not a substitute
<b>Mindfulness Apps (e.g. Headspace)</b>	Guided meditation, breathing exercises	Very effective at reducing stress	Requires quiet, focus, can feel "too slow" or hard to commit to in small windows	High mental benefit, low stimulation
<b>Physical Activity (e.g. stretch, walk)</b>	Going for a 5-10 min walk, stretching	Boosts energy, clears mind	Requires space/environmental conditions; harder to do spontaneously	High physical benefit, low entertainment
<b>Reading an Article/Newsletter</b>	Consuming a short article from Medium, a newsletter, or industry news	Mentally stimulating, improves focus	Cognitive load might not feel relaxing; can feel like work	Too "active" for a break mindset
<b>Talking to a Colleague or Friend</b>	Light banter, informal call, venting	Social connection, emotional relief	Not always available or convenient; might interrupt their flow	Not consistently accessible
<b>Doing Nothing (micro-nap, stare, coffee)</b>	"Blank space" time: sit, stare, sip coffee, micro-nap	Restorative; brain reset	Boring; risk of ruminating; may not feel like a real "break"	Low engagement, no goal/reward

This comparison highlights that not everyone relaxes in the same way. For some, a walk or a quick social scroll might be enough. Others may prefer passive entertainment or a quiet moment to reset. These non-gaming alternatives all have their place and can serve as valid forms of relaxation depending on the individual, the time of day, and the mental state. However, for users who want a more structured and engaging pause-time activity, especially those who enjoy gaming, many of these alternatives fall short in offering a combination of mental engagement, emotional satisfaction, and a sense of progress.

In this context, Lutem contributes value by helping users integrate gaming into their daily routines in a way that respects their time limitations while prioritizing their emotional needs and well-being. It does so by offering context-aware game recommendations that align with the user's current mood, availability, and playstyle preferences. While it may not replace all other break-time options, Lutem serves as a valuable alternative for users who prefer gaming but struggle with decision fatigue, unsuitable game formats, or lack of satisfying experiences.

This suggests that when properly structured, gaming can hold a meaningful and fulfilling place among other everyday relaxation options, particularly when supported by systems like Lutem. Since Lutem focuses on the gaming aspect of relaxation, only gaming solutions should be suggested to the user.

## 5 Realizing customer control

Lutem functions not only as a game recommendation tool but also as a system designed to foster long-term user engagement through emotional personalization, transparency, and user autonomy. Its design enables users to actively influence and adapt the service based on their satisfaction levels, daily routines, and emotional needs, thereby strengthening customer control beyond basic customization.

### 1. Personalization and Emotional Context Awareness

#### Relationship Development

Lutem recommends games based not only on real-time context such as calendar availability and past play behaviour, but also on mood patterns, stress indicators, and preferred emotional outcomes (e.g., relaxation, stimulation, accomplishment). This enables the app to act as a responsive assistant, aligning with the user's daily rhythm and emotional needs.

#### Customer Control

Users define key input parameters such as desired session type (relaxing, rewarding, competitive), preferred genres, session length, and mood outcomes. These settings are easily adjustable, and users can update their emotional goals as their lifestyle and preferences evolve, ensuring dynamic and context-aware personalization.

### 2. Feedback Integration and Adaptation

#### Relationship Development

Lightweight feedback mechanisms allow Lutem to refine its suggestions in real time. After sessions, users are invited to rate not just the game but their emotional experience (e.g., "Was this session relaxing?", "Did you feel recharged?"). Over time, the system adapts to these satisfaction signals, improving the alignment between recommendations and emotional outcomes.

#### Customer Control

Feedback becomes a tool for real-time experience steering. Users shape the learning system not just by approving or disapproving recommendations but by teaching Lutem how to better match games to their mood and satisfaction needs.

### 3. User-Governed Engagement

#### Relationship Development

Lutem offers proactive, mood-sensitive recommendations at moments aligned with the user's routines, without becoming intrusive. It detects potential stress periods and proposes suitable gaming options for emotional balance or energy restoration.

#### Customer Control

All engagement features, including notification timing, tone, and frequency, can be adjusted or disabled. Users can set personal limits on how often they wish to be prompted or can fine-tune the emotional tone of interactions (e.g., motivational, neutral, casual).

### 4. Transparency Through Reflective Usage Insights

#### Relationship Development

Lutem provides users with summaries of their gaming patterns, including session frequency, emotional satisfaction trends, preferred game types, and engagement types. In addition to behavioural data, Lutem highlights personal milestones, session highlights, and achievement summaries from recent gameplay, allowing users to reflect positively on their progress and satisfaction. This encourages users to view gaming as a meaningful, emotionally rewarding part of their routine.

#### Customer Control

By making emotional, behavioural, and progress data visible, users can make informed decisions and whether to shift toward more relaxing sessions, explore new genres, or adjust their gaming routines. The system acts as a mirror for the user's emotional journey, encouraging self-reflection and active management of digital leisure habits based on real achievements and satisfaction indicators.

### 5. Optional Gamification for Emotional Reinforcement

#### Relationship Development

Where applicable, users can opt into gamified features such as progress tracking, mood streaks (e.g., "3 days of relaxing sessions"), or lightweight challenges aimed at enhancing emotional satisfaction rather than performance metrics.

#### Customer Control

Gamification elements are strictly optional and customizable. Users retain control over how much external motivation they wish to incorporate into their experience, ensuring the system remains aligned with personal satisfaction goals.

## 6. Modular Design and Adaptive Monetization

### Relationship Development

As Lutem evolves, premium features such as deeper emotional analytics, enhanced mood tracking, or advanced personalization tools can be offered in modular form. These features extend functionality without restricting core usage.

### Customer Control

A modular, transparent subscription model ensures users only adopt the features they find relevant. Pricing, feature depth, and personalization options are tailored to individual emotional needs and usage habits.

## 6 Own vs. partner Contribution

Lutem's internal development focuses on orchestrating gaming sessions that are contextually relevant, emotionally satisfying, and behaviourally informed. The following components reflect the platform's core contributions to its users and the broader ecosystem.

### 6.1 Value-Creating Contributions from Lutem

Lutem's internal development focuses on orchestrating gaming sessions that are contextually relevant, emotionally satisfying, and behaviourally informed. The following components reflect the platform's core contributions to its users and the broader ecosystem.

#### 1. AI-Driven Game Recommendation Engine

Lutem's primary innovation lies in its context- and mood-aware recommendation engine. The system suggests games by analysing emotional readiness, user satisfaction patterns, preferences, historical usage, and platform activity. A defining feature is its ability to match game options to real-world conditions such as session length, interruption tolerance, energy levels, and mood states — dimensions not typically addressed by conventional recommendation systems.

This functionality reduces decision fatigue and enhances emotional satisfaction by ensuring that recommendations align not only with the user's schedule but also with their psychological and emotional needs. It transforms brief gaming sessions into meaningful and rewarding experiences.

#### 2. User Profile and Customization

Lutem offers a detailed profiling system where users can define parameters such as preferred genres, desired emotional outcomes (relaxation, achievement, stimulation), session duration, device type, and time-of-day preferences. Adaptive behavioural data enriches the profile, creating a nuanced and evolving model of the user.

Personalization becomes more precise over time, fostering deep engagement by consistently delivering gaming experiences that match users' emotional goals. This personalization also supports autonomy and satisfaction by allowing users to adjust system behaviour as their preferences evolve.

#### 3. Calendar Integration and Emotional Context Awareness

The platform integrates with major calendar providers (Google, Apple, Microsoft Outlook) to access real-time scheduling information. Lutem interprets this data not only to find free time slots but also to identify suitable emotional windows for gaming based on daily rhythms and stress indicators.

By aligning gameplay recommendations with both availability and emotional context, Lutem helps users balance recreation with well-being. This creates opportunities for gaming to become a restorative and satisfying part of everyday life, not just another scheduled task.

#### **4. Personalized Feedback and Learning System**

Lutem incorporates an adaptive feedback loop where users can rate their emotional satisfaction post-session (e.g., relaxation level, enjoyment, stress relief). In addition, Lutem provides users with personalized session summaries, achievement highlights, and weekly reflections on progress. It also offers recommendations for upcoming game releases tailored to users' satisfaction profiles, helping maintain emotional engagement and anticipation.

The learning system evolves with the user, becoming more emotionally intelligent over time. Session highlights and weekly recaps foster positive reflection and reinforce satisfaction, while curated previews of upcoming games create excitement and keep the gaming experience dynamic and personally meaningful.

#### **5. User Control Over the Gaming Experience**

Users are given control over key variables such as notification preferences, emotional focus (relaxation vs. challenge), calendar access, and recommendation sensitivity. They can personalize the type and frequency of feedback received, including opting in to weekly summaries and upcoming game suggestions.

This flexibility supports a sense of agency and satisfaction, allowing users to tailor their engagement, reflection, and discovery processes based on personal emotional needs and routines.

### **6.2 Value-Creating Contributions from Partners**

These partners supply essential data, access infrastructure, and support integrations that enhance Lutem's contextual intelligence, emotional relevance, and user satisfaction.

#### **Game Libraries and Data Integration**

Partners: Steam, PlayStation, Xbox, Epic Games, and similar platforms.

Through API integrations (where available), Lutem accesses data on owned games, gameplay history, achievements, and session details. This enables not only personalized recommendations but also emotionally rewarding feedback through session summaries and achievement highlights. Recommendations are grounded in the user's real gaming environment and satisfaction history, increasing relevance and emotional resonance. Without this integration, personalization would risk being less accurate and emotionally disconnected. By connecting to real gameplay data, Lutem can

reinforce satisfaction by highlighting accomplishments and milestones, making gaming more reflective and fulfilling.

### **Subscription Service Integrations**

Partners: Xbox Game Pass, PlayStation Plus, EA Play, and similar services.

Subscription services provide access to a wide and rotating selection of games. Lutem integrates with these to suggest emotionally fitting options from active memberships. Users can maximize the emotional value of their subscriptions by discovering games that align with their satisfaction needs, without the burden of endless browsing or trial and error.

### **Calendar Services Integration**

Partners: Google Calendar, Apple Calendar, Microsoft Outlook.

Calendar platforms supply availability data, which Lutem combines with mood-based patterns to recommend games at moments when users are most likely to benefit emotionally from gaming. This ensures that gaming recommendations are not just timely but emotionally suitable, supporting the user's well-being and maintaining satisfaction.

### **Advertising and Sponsored Discovery**

Partners: Google Play Store, Apple App Store, and select game publishers.

Through carefully curated and relevance-checked sponsored content, Lutem can feature promoted titles aligned with user satisfaction profiles and gaming habits. Sponsored recommendations remain user-centered and non-intrusive, offering new discovery opportunities without disrupting the satisfaction-driven experience.

### **Cloud Gaming and Streaming Platforms**

Partners: Nvidia GeForce Now, Xbox Cloud Gaming, Amazon Luna, among others.

Future partnerships with cloud gaming providers allow Lutem to offer "instant play" options directly through the app, bypassing the need for local installations or high-end hardware. Cloud integration enhances accessibility, allowing users to satisfy immediate gaming needs easily, regardless of device or location. This supports spontaneous, emotionally rewarding gaming experiences without technical barriers.

### **Game Publishers and Release Databases**

Access to databases of upcoming game releases and publisher announcements allows Lutem to suggest new titles that align with the user's emotional and gaming profile.

This maintains engagement by creating anticipation for future gaming experiences, fostering a continuous emotional connection to gaming beyond daily sessions.

### **Well-Being Data Sources**

Partners: Fitbit, Apple Health, Samsung Health, Oura.

Optional integration with health and wellness platforms can provide additional context about user stress levels, sleep patterns, or general well-being, allowing Lutem to refine gaming recommendations based on broader emotional indicators. By including emotional and physiological context, Lutem can deliver even more personalized and well-timed gaming suggestions, reinforcing its commitment to user satisfaction and digital well-being.

## 6.3 Summary of Value-Creating Contributions

Table 5 - Summary Value Creating Contributions

Component	Source	Primary Contribution	Resulting User Value
<b>AI-Driven Recommendation Engine</b>	Lutem (Internal)	Context- and mood-aware suggestions based on emotional state, behaviour, and preferences	Emotionally resonant, satisfying game experiences
<b>User Profile &amp; Customization</b>	Lutem (Internal)	Custom settings for playstyle, emotional goals (e.g., relaxation, stimulation), and session preferences	Greater user autonomy and emotional alignment
<b>Calendar Interpretation and Emotional Context Awareness</b>	Lutem (Internal)	Aligns external calendar data with emotional readiness and gaming opportunities	Seamless integration of satisfying gaming moments into daily routines
<b>Feedback-Driven Learning System</b>	Lutem (Internal)	Session-based emotional feedback, session highlights, weekly satisfaction summaries, and curated upcoming releases	Continuous satisfaction reinforcement, dynamic emotional personalization
<b>UI/UX and Engagement Layer</b>	Lutem (Internal)	Modular controls, mood-adaptive notifications, and optional emotional gamification (e.g., satisfaction streaks)	Consistent, user-aligned, non-intrusive and emotionally supportive experience
<b>Game Library &amp; Metadata Access</b>	External Partners	API-based access to owned titles, play history, achievements, and session data	Recommendations and reflective summaries based on actual gaming behavior and milestones
<b>Subscription Service Integration</b>	External Partners	Real-time access to active subscription content, matched to emotional satisfaction profiles	Expanded satisfaction-focused game suggestions without requiring new purchases
<b>Calendar Platform APIs</b>	External Partners	Real-time scheduling data integrated with emotional state patterns	Timely, emotionally appropriate session recommendations
<b>Advertising and Sponsored Discovery</b>	External Partners	Curated, relevance-based promotional content aligned to user satisfaction profiles	Game discovery that enhances user satisfaction without disrupting the experience
<b>Cloud Gaming and Streaming (Potential)</b>	External Partners	On-demand access to games via cloud platforms for spontaneous satisfaction-driven play	Instant, emotionally accessible gaming experiences without hardware limitations
<b>Game Publishers and Release Databases</b>	External Partners	Access to upcoming game releases and content announcements	Maintains engagement and emotional anticipation with new, satisfaction-aligned game suggestions
<b>Well-Being Data Sources</b>	External Partners	Optional integration for stress and well-being data	Personalized gaming recommendations based on emotional and physiological context

## 7 Digital Ecosystem

In developing a digital platform, it is essential to anchor the innovation within a specific digital ecosystem. This focus ensures that resource allocation, strategic positioning, and partner integration are aligned and effective. Without a clear ecosystem focus, platforms risk diluting their competitive advantage and struggling to build the necessary network effects. For Lutem, selecting the right ecosystem is not only a strategic decision but a foundation for achieving long-term dominance based on its human driver and its ability to put together a unique user-centric experience.

When we look at the overall gaming sphere regarding platforms and apps, the big gaming platforms dominate the sphere. Lutem relies on APIs from Steam, Xbox, Google, etc. to access data. Since Lutem cannot compete directly with them, it is hard to create a new platform, and a better way is to innovate on top of them. But this would obviously mean that you must adapt to platform changes like access limits and policy shifts. (Qi, 2024)

While Lutem wouldn't compete directly for dominance in massive ecosystems like console platforms or game publishing, it could realistically become the most powerful player in a smaller but high-potential niche ecosystem, specifically one where user time, game discovery, and personalization are central.

### 7.1 Analysis: Digital Ecosystems for Lutem

As part of the analysis, four digital ecosystems have been analysed and judged on different key points:

1. Calendar Management Ecosystem
2. Gaming Recommendation & Discovery Ecosystem
3. Gaming Platforms & Infrastructure Ecosystem
4. Digital Health and Well-Being Ecosystem

They have been chosen in alignment of the different features of the app and value creating contributions.

### **7.1.1 Calendar Management Ecosystem**

Focuses on time, productivity, and scheduling. Key players include calendar platforms and productivity tools.

Table 6 - Calendar Management Ecosystem

Scope	Digital calendar platforms used by individuals to manage time (Google Calendar, Apple Calendar, Outlook, etc.) Productivity and scheduling tools that rely on calendar data (e.g., Calendly, Notion, Trello, Zoom, Slack integrations) AI-based time management services (e.g., Reclaim.ai, Motion)
Key Actors	Google (Google Calendar), Microsoft (Outlook), Apple (Calendar on iOS/macOS)
Power Sources	Deep OS-level integration Control of time and behaviour data Broad ecosystem lock-in (Android, Windows, iOS)
User Base	Total estimated user base: ~2–3 billion active digital calendar users; integrated in every smartphone or desktop pc (ChatGPT estimation)
Market Size	5 Billion US dollar market size in 2023 for calendar apps (VerifiedMarketResearch, 2024)

The calendar ecosystem, while smaller in revenue, is universally adopted; nearly every smartphone user engages with a calendar platform (ECAL, 2018)

Importantly, the ecosystem is increasingly shifting toward well-being features (e.g., Google Assistant suggesting focus time or digital balance). It remains highly integration-friendly, with open APIs and developer platforms (Google Cloud Console, Microsoft Graph API), encouraging third-party services to build value-added layers.

Lutem's integration fits seamlessly into this ecosystem by not competing with core scheduling functions but enhancing personal time with emotionally satisfying leisure-oriented break recommendations. While calendar tools focus on meetings, tasks, and routines, Lutem transforms passive availability data into intelligent, mood-aware, and context-sensitive gaming opportunities that support emotional balance and leisure satisfaction.

### Relevance to Lutem:

- Strong integration potential (e.g., Google Calendar API, Microsoft Graph API).
- No competitors offering gaming-aware, satisfaction-driven break optimization.
- Low friction entry as a value-adding emotional well-being service rather than a time manager.

### Lutem's Unique Value Proposition:

Table 7 - Unique Value Calendar Ecosystem

<b>Contextual Gaming</b>	Recommends games based not only on time slots but on energy, mood, and emotional readiness.
<b>AI Integration</b>	Learns from real user behaviour and satisfaction feedback (e.g., how games impact mood and well-being).
<b>Calendar-Driven UX</b>	Turns passive free time into emotionally rewarding, context-aware leisure sessions.
<b>Lifestyle Fit</b>	Supports users in balancing work, life, and leisure, promoting better digital well-being, not just productivity.
<b>No direct competition</b>	Calendar tools optimize tasks and time; Lutem optimizes emotional quality of free time through gaming.

**Opportunity for Lutem:** Lutem can become the "satisfaction-aware leisure assistant" within the productivity ecosystem, transforming free time into emotionally fulfilling and restorative gaming breaks, a white space not addressed by current calendar tools.

**Risks and Barriers:** Although calendar platforms are integration-friendly, Lutem faces the risk of low user engagement. While calendar platforms are integration-friendly and widely adopted, the ecosystem is heavily centered around productivity and professional scheduling. Lutem's gaming-centric focus would position it as a niche application in this broader productivity landscape, limiting its visibility and strategic importance. As a result, Lutem risks becoming an add-on rather than a core player, reducing its ability to create meaningful influence or scale within the ecosystem.

### **7.1.2 Gaming Recommendation & Discovery Ecosystem**

Centers on game discovery, curation, and personalization across various platforms.

Table 8 - Gaming Recommendation & Discovery Ecosystem

Scope	Built-in recommenders on platforms (Steam, Xbox, PlayStation) Third-party tools (RAWG, IGDB, Playnite) Metadata & tagging services (howlongtobeat.com, OpenCritic) Subscription recommendation layers (e.g., Game Pass suggestions)
Key Actors	Steam (Valve), Epic Games, Xbox Game Pass, RAWG, IGDB
Power Sources	Behavioural data and play history, Storefront control (recommendations, curation, visibility) User engagement metrics
User Base	there are approximately 3.32 billion active video gamers worldwide, in which 52% use gaming platforms, where they are actively exposed to recommending tools (Duarte, 2025).
Market Size	Although direct revenue from “discovery” is rare, Game publishers spend millions promoting games inside platforms: Steam's algorithmic placement, Xbox Game Pass banners, or promoted tiles in the App Store are paid or gamed-for visibility. Estimated proxy market size: \$500 million – \$1 billion/year in discovery-related value creation (ads, placement, tool subscriptions) (ChatGPT estimation)

While the Gaming Recommendation & Discovery Ecosystem is not tracked as a standalone market, it is emerging as a critical layer within digital gaming infrastructure. Based on platform usage, advertising expenditure, and behavioural shifts toward curated play (especially in subscription services), this ecosystem likely supports hundreds of millions of active users and hundreds of millions in indirect revenue impact, despite lacking centralized ownership.

This ecosystem is smaller and underdeveloped, compared to massive game storefronts and subscription platforms. Discovery tools (like Steam's recommender system, IGDB) exist, but few players focus on personal time-fit or context awareness.

Platform Companies (e.g., Steam, Xbox, Epic Games) offer APIs (some open, some restricted) for accessing game metadata, libraries, achievements. Some encourage discovery through in-store recommendations, but mostly optimized for engagement or monetization, not user well-being or time-efficiency. Additionally, the Game discovery is often popularity-based, not context-aware. Metadata Engines (IGDB, RAWG, OpenCritic) provide structured, tag-based game info and user ratings. Some expose APIs for third-party use (e.g., game genres, average playtime, multiplayer options). Platforms like Steam recommend based on purchase history, genre, or trending games and discovery tools

Lutem combines user preferences, emotional goals, and context (e.g., mood, stress levels, time of day) to build a highly personalized, satisfaction-driven game discovery layer. Leveraging open metadata APIs, Lutem can build emotional intelligence on top of existing stores, turning static catalogues into dynamic, emotionally aware discovery experiences.

#### Relevance to Lutem:

- Existing systems recommend based on popularity or basic user behaviour — not emotional needs or satisfaction outcomes.
- Lutem adds value by matching games to real-life emotional context (mood, stress, mental energy, satisfaction goals), not just availability or genre.

#### Lutem's Unique Value Proposition:

Table 9 - Unique Value Recommendation Ecosystem

Dimension	Explanation
Satisfaction-Aware Discovery	Recommends games based on mood, emotional readiness, and satisfaction potential, not just time slots.
Contextual Intelligence	Adapts suggestions based on mood changes, time of day, play history, and emotional feedback.
Emotional Feedback Integration	Learns from post-session feedback (e.g., "Was this satisfying?" "Did you feel recharged?") to refine future discovery.
Cross-Platform Discovery	Aggregates owned and subscribed games across multiple platforms, ensuring emotionally consistent recommendations.
Dynamic Personalization	Evolves with the user's emotional patterns and play preferences, improving emotional relevance over time.

**Opportunity for Lutem:** Lutem could emerge as the leading satisfaction-driven discovery assistant, an emotional companion that curates gaming experiences not only based on content but based on how users want to feel. Especially if integrated with metadata APIs (e.g., IGDB, RAWG) or by building emotional layers over existing store infrastructure, Lutem can claim a white space left unexplored by current platforms.

**Risks and Barriers:** The gaming discovery space, while fragmented, is controlled by platforms that prioritize their own ecosystem lock-in. Access to user gameplay data and behavioural history is often limited or subject to platform restrictions, making deep personalization difficult without cooperation. Furthermore, improvements in platform-native recommendations (e.g., Steam or Xbox upgrades) could quickly close the window for differentiation if they shift toward more emotional personalization.

### **Gaming Platforms & Infrastructure Ecosystem**

Includes console ecosystems, cloud gaming, hardware manufacturers, and game launchers, with a strong focus on content ownership, user lock-in, and platform engagement.

Table 10 - Gaming Platforms & Infrastructure Ecosystem

Scope	Game distribution platforms (e.g., Steam, Epic Games Store, PlayStation Store, Xbox Store, Nintendo eShop)  Console and hardware ecosystems (e.g., Xbox, PlayStation, Nintendo Switch, PC gaming setups)  Cloud gaming infrastructure (e.g., GeForce Now, Xbox Cloud Gaming, Amazon Luna)  Online services and accounts (e.g., PSN, Xbox Live, Steam accounts, cross-platform identities)
Key Actors	Microsoft (Xbox + Cloud + Game Pass + Windows), Valve (Steam), Sony (PlayStation),
Power Sources	Content ownership and exclusives  Distribution channels  Ecosystem bundling and subscriptions
User Base	Approximately 3.32 billion active video game players, where 52% actively subscribe to a gaming service (Duarte, 2025)
Market Size	455 billion U.S. dollars revenue in 2024 (Clement, 2024)

The Gaming Platforms & Infrastructure Ecosystem is dominated by major corporations that own both content and access infrastructure. Their strategies prioritize engagement time, exclusive content, and platform retention, often optimizing for increased user monetization and ecosystem lock-in rather than emotional well-being or satisfaction.

Although these platforms enable access to a broad variety of games, they primarily optimize for user retention and monetization. Recommendations are often algorithmic, popularity-driven, and rarely designed to support user emotional satisfaction or well-being. Cloud services have enhanced access but still lack guidance toward emotionally appropriate or personally fulfilling game choices.

Lutem does not compete directly with these platforms but overlays an emotionally intelligent recommendation layer across them. By integrating cross-platform data (e.g., owned games, achievements, usage patterns), Lutem personalizes gaming experiences to match the user's emotional states, satisfaction goals, and play patterns, providing emotional fulfilment rather than generic engagement.

### **Lutem's Unique Value Proposition:**

Table 11 - Unique Value Gaming Platforms Ecosystem

Cross-Platform Utility	Recommends games regardless of which platform they're on (owned/subscription/cloud)
Play Session Optimization	Enhances gaming experiences by matching emotional readiness (relaxation, achievement, stimulation) rather than just filling free time.
Value extraction	Helps users extract deeper emotional rewards from subscriptions, libraries, and game ecosystems by aligning choices with mood and satisfaction patterns.
Behaviour-Aware recommendation	Builds personal emotional play plans based on satisfaction history and evolving emotional preferences.

**Opportunity for Lutem:** Lutem can position itself as the leading emotional satisfaction assistant in gaming, helping users make emotionally intelligent gaming choices across platforms. By focusing on emotional well-being rather than engagement time, Lutem fills a gap left open by current platform strategies, creating a unique and defensible position in the gaming ecosystem.

**Risks and Barriers:** This ecosystem is highly closed and controlled by major corporations like Microsoft, Sony, and Valve. API access is limited, and key user data is often kept proprietary. Without deep integration partnerships, Lutem would be constrained to surface-level interactions. Additionally, heavy competition and platform resistance to third-party overlays could impede market entry.

### **7.1.3 Digital Health and Well-Being Ecosystem**

Centers on emotional well-being, stress management, and balanced digital lifestyles through tools and services that focus on mental health and recovery.

Table 12 - 7.1.4 Digital Health and Well-Being Ecosystem

Scope	Wellness and mental health platforms (e.g., Headspace, Calm); Wearables and health-tracking devices (e.g., Fitbit, Apple Watch, Garmin, Oura); Digital well-being services (e.g., Apple Screen Time, Google Digital Wellbeing).
Key Actors	Headspace, Calm, Fitbit, Apple Health, Google Fit, Garmin, Oura, WHOOP.
Power Sources	Access to personal health and mood data; Behavioural insights on stress, sleep, and emotional patterns; Deep integration with daily routines and digital balance tools.
User Base	3.6 billion downloads in 2024 (statista, 2025)
Market Size	Wellness apps market size was valued at 11.27 billion USD (GrandViewResearch, 2024).

These platforms and services provide personalized insights into user well-being, offering recommendations for mindfulness, relaxation, sleep optimization, and stress reduction. They collect personal health and mood data but largely focus on traditional wellness interventions like meditation, fitness tracking, and stress reduction. Gaming, as a form of active emotional engagement and stress relief, is typically not addressed within this ecosystem.

Lutem can complement this ecosystem by offering an emotionally aware gaming layer focused on satisfaction, emotional recovery, and well-being. By interpreting behavioural patterns and integrating with calendar and possibly future health data, Lutem can recommend gaming sessions that support emotional balance, stress management, and psychological recovery — bridging a gap not currently served by traditional well-being platforms.

### Relevance to Lutem:

- No major digital health platform addresses gaming as a structured form of emotional recovery.
- Lutem can position gaming as a positive digital well-being activity, not just entertainment.
- Potential for future integration with wearable health data to refine mood-aware game recommendations.

### Lutem's Unique Value Proposition:

Table 13 - Unique Value Digital Health Ecosystem

Dimension	Explanation
Emotional Recovery through Gaming	Curates gaming experiences that act as active recovery tools for stress, fatigue, or emotional imbalance.
Mood-Integrated Personalization	Potential future integration with wearable or digital well-being data to tailor gaming recommendations to real-time emotional states.
Positive Digital Leisure Positioning	Reframes gaming from passive entertainment to structured, emotionally beneficial leisure.
Complement to Traditional Well-Being Apps	Offers an engaging, alternative form of mindfulness and emotional recharge beyond meditation and fitness.

**Opportunity for Lutem:** Lutem can carve out a unique space at the intersection of gaming and digital well-being. By focusing on emotional satisfaction and recovery, Lutem has the potential to partner with or complement existing wellness platforms, offering a fresh perspective on how digital leisure can positively contribute to mental health and well-being.

**Risks and Barriers:** Although well-being apps are growing, the ecosystem is crowded with established players like Calm, Headspace, and Fitbit. Lutem faces the risk of being perceived as less credible in the well-being space if not properly positioned, as users might not immediately associate gaming with emotional health. Regulatory hurdles related to health data privacy (e.g., GDPR, HIPAA) could also complicate integration with well-being platforms.

## 7.2 Recommendation

Lutem should compete in the **Gaming Recommendation & Discovery Ecosystem**, now redefined through a focus on emotional satisfaction and well-being.

### Why this ecosystem?

Table 14 - Why this ecosystem

Criteria	Evaluation
<b>Unmet User Need</b>	No major player optimizes game discovery based on emotional satisfaction, mood, or mental energy.
<b>Platform Openness</b>	Access via public APIs (Steam, RAWG, IGDB) enables early integrations with minimal entry barriers.
<b>Level of Competition</b>	Existing platforms focus on engagement or monetization, not on emotionally personalized discovery.
<b>Innovation Potential</b>	Satisfaction-aware, mood-sensitive, and emotionally tailored recommendations are unclaimed territory.
<b>Scalability</b>	Platform-neutral; adaptable across PC, mobile, subscription services, and cloud gaming ecosystems.
<b>Ecosystem Ownership Potential</b>	No clear leader yet in satisfaction-driven discovery; Lutem can define and dominate this emerging category.

Lutem can position itself as the leading platform for satisfaction-driven, emotionally intelligent gaming discovery. Unlike storefronts or recommendation engines that focus on maximizing engagement time or promoting content for monetization purposes, Lutem offers a personalized, mood- and satisfaction-optimized discovery layer that no major platform currently provides.

This strategic positioning is open, accessible, and highly aligned with Lutem's core value proposition, focusing not just on time or availability but on enhancing emotional well-being through personalized gaming experiences.

Lutem's approach directly appeals to:

- Overloaded professionals seeking meaningful, emotionally restorative leisure.
- Casual gamers with limited time, aiming for high emotional return on their gaming sessions.
- Subscription service users overwhelmed by choice, wanting curated satisfaction.
- Parents and students needing short but fulfilling gaming moments.

### **Why not the other three?**

The Calendar Management Ecosystem, although technically open and integration-friendly, is primarily focused on productivity and professional scheduling. Lutem's gaming-centric purpose would make it a niche application in this broader ecosystem, limiting its strategic influence and visibility. Dominating an ecosystem where gaming is peripheral would dilute Lutem's focus and weaken its ability to establish emotional satisfaction as a core value proposition.

The Gaming Platforms & Infrastructure Ecosystem, while massive in scale, is dominated by closed systems and major players such as Steam, Xbox, and PlayStation. These companies prioritize ecosystem lock-in, exclusive content, and tight control over user data and platform features. The restrictive nature of this ecosystem leaves little room for Lutem to establish a dominant position. Instead, Lutem would be confined to a peripheral role, dependent on the openness and goodwill of larger platform owners — a position inconsistent with long-term strategic control.

The Digital Health and Well-Being Ecosystem, although conceptually closer to Lutem's satisfaction-driven mission, is filled with established players like Calm, big Health Tracking apps, and Fitbit. These platforms are built around passive well-being interventions such as meditation and fitness tracking, not active leisure activities like gaming. Entering this space would expose Lutem to credibility challenges and indirect competition without fully aligning with the platform's gaming-focused identity.

In conclusion, while these ecosystems offer complementary opportunities, none align as precisely with Lutem's goal of leading satisfaction-driven gaming discovery as the Gaming Recommendation & Discovery Ecosystem. Only here does Lutem have the strategic opening to define a new category, dominate user engagement, and build lasting competitive advantage.

## 8 Positioning in the Digital Ecosystem

### 8.1 Most Powerful Company

In the Gaming Recommendation & Discovery Ecosystem, no single company has yet established dominant control. While platforms like Steam, Xbox Game Pass, and Epic Games offer recommendation systems, these are primarily optimized for internal content promotion and engagement maximization, rather than for cross-platform, satisfaction-driven discovery.

#### Positioning Lutem as the Most Powerful Company

Lutem is strategically positioned to become the most powerful actor in this emerging ecosystem by building and controlling the core emotional relationship with users. Unlike existing recommendation tools, Lutem focuses not on maximizing engagement time but on delivering personalized emotional satisfaction, creating an indispensable value layer between users and gaming platforms.

Over time, Lutem's access to satisfaction patterns, emotional feedback data, and behavioural insights becomes the critical asset that competitors and partners cannot replicate easily. By controlling the emotional satisfaction experience across platforms — independent of where content is stored or purchased — Lutem ensures that its role remains central and non-substitutable within the gaming discovery and well-being ecosystem.

Table 15 - Most Powerful Company

Dimension of Power	Lutem's Strategic Role
<b>Orchestration Layer</b>	Acts as a meta-layer that connects calendars, libraries, preferences, and mood/time context
<b>Data Ownership &amp; Learning</b>	Builds a unique dataset around play habits, interruption patterns, and satisfaction metrics
<b>Cross-Platform Intelligence</b>	Unlike store-locked recommenders, Lutem serves users regardless of where they play
<b>Feedback-Driven Adaptability</b>	Continuously improves through user input, making it more relevant over time
<b>Partner Value Creation</b>	Enhances subscriptions, reduces decision fatigue, improves retention for platform partners

## 8.2 Dependencies

To establish itself as the most dominant company in the Gaming Recommendation & Discovery Ecosystem, Lutem's long-term success depends not only on technological capabilities but also on its ability to create deep emotional dependencies. These dependencies make Lutem valuable, trusted, and difficult to replace. They serve as enablers of power and protectors of competitive advantage. On the other hand, it also focuses on user loyalty and stickiness.

### 1. Emotional Data Dependency

Strategic Role:

Lutem's strength lies in its ability to generate and interpret emotional satisfaction data — patterns of user mood, satisfaction after sessions, emotional recovery needs — which most gaming platforms do not collect or optimize for.

Dependency Effect:

Over time, Lutem creates a unique emotional dataset that continuously refines its recommendation system. Competing services would struggle to replicate this level of emotional intelligence without similar data history, creating a powerful competitive moat.

### 2. Customer Emotional Attachment and Relevance

Strategic Role:

Lutem is designed to align deeply with individual lifestyles and emotional needs, prioritizing satisfaction, emotional well-being, and meaningful digital leisure experiences.

Dependency Effect:

By consistently delivering emotionally rewarding gaming experiences, Lutem fosters both functional and emotional attachment. Users develop habitual reliance not just for decision support, but for personal well-being, reducing the likelihood of switching to less emotionally attuned alternatives.

### 3. Trust Through Transparency and Respect

Strategic Role:

Unlike ad-driven recommenders, Lutem is transparent about its recommendation logic and satisfaction tracking. Users have clear insights into how recommendations are generated and how their feedback shapes future suggestions.

Dependency Effect:

This transparency builds trust-based loyalty. Users feel in control of their gaming experience and emotional satisfaction. Trust becomes a defensive barrier, especially if future monetization strategies respect user autonomy and emotional well-being.

#### **4. Knowledge and Emotional Learning Capability**

Strategic Role:

Lutem operates as a continuously learning emotional intelligence system — becoming more effective in recommending emotionally fulfilling experiences as it collects more feedback and behavioural insights.

Dependency Effect:

Over time, users come to rely on Lutem not only for finding games but for knowing their emotional rhythms and satisfaction patterns better than any other tool. This emotional knowledge creates experience lock-in that cannot be easily replicated by competitors.

#### **5. Size and Emotional Integration Reach**

Strategic Role:

As Lutem integrates with more calendars, game libraries, subscription services, and potentially wearable data, it enhances its emotional context awareness and becomes more deeply embedded in users' digital lives.

Dependency Effect:

High integration reach results in ecosystem entrenchment. Lutem becomes the emotional and functional interface across platforms. Users become increasingly reluctant to abandon it due to the loss of satisfaction-driven personalization and the effort required to rebuild emotional profiles elsewhere.

#### **6. Emotional Loyalty and Consequences of Leaving**

Strategic Role:

As Lutem adapts to individual emotional rhythms and becomes embedded in users' routines, it evolves into an indispensable companion for emotionally rewarding gaming experiences.

Dependency Effect:

Leaving Lutem would not only mean losing personalized gaming recommendations but also sacrificing consistent emotional satisfaction and well-being benefits. The return to overwhelming choice, unsatisfying gaming sessions, and emotional fatigue becomes a strong disincentive to churn.

## 8.3 FIT Analysis

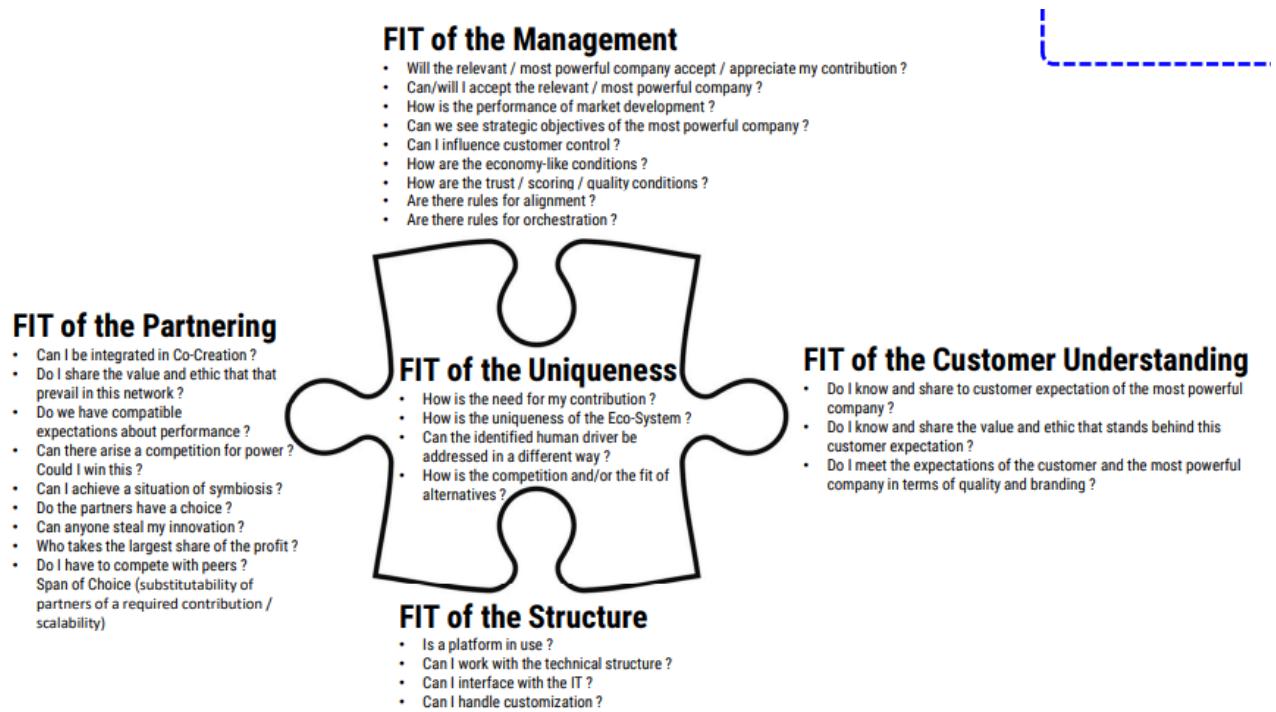


Figure 23 - System Fit

### 8.3.1 *FIT of the Uniqueness*

While customer dependencies strengthen Lutem's relationship with users, the FIT of Uniqueness addresses a different challenge: ensuring Lutem's competitive protection. This section focuses on the unique strategic advantages that prevent competitors from easily replicating or displacing Lutem's position in the ecosystem.

Lutem's uniqueness is rooted first in its emotional intelligence and satisfaction database. By continuously collecting and interpreting emotional feedback, satisfaction trends, and user well-being signals, Lutem creates a highly personalized emotional satisfaction profile for each user. Unlike competitors focused primarily on engagement metrics or monetization, Lutem's data is deeply personal, historical, and self-reinforcing. This emotional dataset cannot be easily copied or built overnight, even by larger, more established platforms, providing a strong layer of protection against imitation.

Equally important is Lutem's ownership of the emotional customer relationship. By prioritizing user well-being and emotional satisfaction rather than merely promoting content engagement, Lutem builds trust and emotional loyalty with its users. This relationship is based on consistent emotional outcomes, making it significantly more resilient than traditional transactional loyalty. Users have little incentive to switch to alternative platforms that cannot replicate the same level of personalized emotional satisfaction.

Additionally, Lutem's cross-platform neutrality and independence form a critical pillar of its strategic protection. Operating independently from any single platform, subscription service, or storefront, Lutem can aggregate data and optimize satisfaction across a wide ecosystem without being constrained by platform-specific limitations. This cross-platform emotional intelligence ensures Lutem remains indispensable even as individual gaming platforms evolve, shift strategies, or tighten their ecosystems.

Finally, Lutem's learning and personalization depth creates a cumulative advantage that grows stronger with each user interaction. The recommendation system not only learns from users' game-play choices but also adapts based on emotional feedback from each session. Over time, this continuous emotional learning loop enhances recommendation quality to a degree that would be extremely difficult for competitors to match without years of user-specific emotional data — establishing a significant barrier to entry.

In strategic terms, Lutem's uniqueness lies in its emotional data ownership, satisfaction-driven personalization, and platform-neutral positioning. Even if traditional gaming platforms were to pivot toward more emotionally intelligent recommendations, their core structures remain tied to engagement and monetization goals. Lutem's early focus on emotional satisfaction and its trusted user relationships create a strategic moat (Gratton, 2025) that is not only unique but also difficult to replicate, securing its position as the Most Powerful Company within the ecosystem.

### **8.3.2 *FIT of the Management***

Lutem's management philosophy is built on user-centricity, transparency, and emotional well-being, with an emphasis on lightweight, modular integration rather than engagement maximization or ecosystem lock-in. To ensure its long-term success, it is essential to assess whether the key partners in the Gaming Recommendation & Discovery Ecosystem align with these management values.

#### **Steam (Valve):**

Valve's Steam platform prioritizes user engagement, promoting metrics such as concurrent users and hours played (Game World Observer, 2024). Steam's business model is driven by maximizing time spent and transactions within its platform. While Valve provides some API access (e.g., Steam Web API), its management approach centers on platform lock-in and internal engagement rather than emotional satisfaction or transparent user empowerment.

→ Management Fit with Lutem: Low

#### **Xbox Game Pass (Microsoft):**

Microsoft has strategically shifted toward ecosystem expansion with Xbox Game Pass, focusing on cross-platform accessibility and a subscription-based model (McKinsey, 2024). Although Microsoft champions accessibility, its management style still prioritizes user retention within its ecosystem, with limited openness for third-party emotional personalization layers.

→ Management Fit with Lutem: Partial

#### **PlayStation Store (Sony):**

Sony's strategy revolves around exclusive content and ecosystem lock-in, leveraging cross-media IP integrations (Financial Times, 2024). Sony's management is highly closed, with limited transparency and little support for modular external integrations.

→ Management Fit with Lutem: Low

**Third-Party Recommendation Tools (RAWG, IGDB, OpenCritic)**

These platforms are structured around openness and data accessibility. They provide APIs for third-party use and emphasize platform neutrality without pursuing direct user engagement or lock-in. However, they lack a focus on emotional satisfaction and personalized user experiences beyond technical metadata aggregation.

→ Management Fit with Lutem: Partial

Across the Gaming Recommendation & Discovery Ecosystem, there is a low to partial fit between Lutem's management philosophy and that of its required partners. Major platforms focus on engagement and lock-in, while metadata providers emphasize neutrality without deep emotional personalization. This misalignment ensures partners remain useful but replaceable, allowing Lutem to maintain strategic independence and build its own satisfaction-driven model without direct philosophical conflict.

### **8.3.3 *FIT of the Customer Understanding***

Lutem's customer understanding is grounded in the belief that gaming should deliver emotional satisfaction, enhance personal well-being, and fit seamlessly into users' lifestyles and emotional states. Rather than maximizing engagement time or content consumption, Lutem views users as individuals seeking meaningful and restorative digital experiences. To assess strategic alignment, it is important to evaluate whether the required partners view their customers in a similar way.

#### **Steam (Valve):**

Steam's user model primarily treats customers as engagement drivers. The platform measures success in terms of concurrent user counts, gameplay hours, and transaction volumes (Game World Observer, 2024). Recommendations are designed to keep users playing longer and purchasing more, not to optimize for personal satisfaction or emotional balance.

→ Customer Understanding Fit: Low — Steam views customers as engagement units rather than individuals seeking emotional fulfilment.

#### **Xbox Game Pass (Microsoft):**

Xbox's Game Pass strategy emphasizes subscription retention and cross-platform access (McKinsey, 2024). Users are seen primarily as subscribers to be retained through content volume and ease of access. While this broadens user choice, it does not focus on understanding or enhancing the emotional satisfaction of individual gaming experiences.

→ Customer Understanding Fit: Partial — Xbox supports convenience but does not prioritize customer emotional well-being or satisfaction as a core value.

#### **PlayStation Store (Sony):**

Sony's PlayStation ecosystem emphasizes premium content experiences and exclusive titles. Their customer model focuses on delivering high-end, immersive gaming but primarily measures success through sales, exclusivity metrics, and playtime engagement (Financial Times, 2024). There is little emphasis on the emotional or psychological state of the user beyond traditional entertainment value.

→ Customer Understanding Fit: Low — Sony targets customers as consumers of exclusive, immersive content rather than as individuals with emotional satisfaction needs.

### Third-Party Recommendation Tools (RAWG, IGDB, OpenCritic)

Platforms like RAWG, IGDB, and OpenCritic are data-centric, focusing on structured game discovery through genres, ratings, and metadata. While they provide tools to navigate the game landscape, they treat users as information seekers, not as individuals seeking emotionally curated experiences.

→ Customer Understanding Fit: Partial — Data-driven discovery enhances choice, but lacks a personalized, emotion-focused customer model.

The analysis shows that current ecosystem players predominantly see users as engagement metrics or content consumers, not as individuals seeking emotional satisfaction or well-being outcomes. This significant gap in customer understanding allows Lutem to position itself uniquely — delivering satisfaction-driven discovery in a market still largely focused on traditional engagement strategies.

#### **8.3.4 *FIT of the Partnering***

Lutem's partnering philosophy prioritizes modular integration, co-creation potential, and maintaining independence and flexibility. To ensure sustainable success, it is critical to evaluate whether the required partners in the Gaming Recommendation & Discovery Ecosystem align with these expectations. In this section, the questions are directly taken and answered from the system fit model:

##### **Can Lutem be integrated into Co-Creation?**

Major gaming platforms like Steam, Xbox, and PlayStation are traditionally closed ecosystems, offering limited third-party access to core recommendation or personalization engines. While basic API integration is possible (e.g., Steam Web API, Xbox Live services), true co-creation — jointly building emotionally intelligent gaming experiences — is restricted.

→ Assessment: Low — Co-creation opportunities are minimal with large platforms.

Third-party platforms like RAWG, IGDB, and OpenCritic, however, provide open APIs and structured data access, offering better opportunities for integration without structural barriers.

→ Assessment: Partial — Co-creation is possible with metadata partners but limited with major platforms.

##### **Do we share values and ethics with partners?**

Lutem focuses on user well-being, satisfaction, and transparency. Major platforms prioritize engagement metrics and ecosystem lock-in, strategies that diverge from Lutem's human-centered

approach. Metadata providers maintain data neutrality and openness but do not directly support satisfaction-driven outcomes.

→ Assessment: Partial — Ethical alignment is limited; partners are engagement- or data-centric.

### **Do we have compatible expectations about performance?**

Gaming platforms measure performance through user engagement, retention, and monetization. Lutem's key performance indicator is user emotional satisfaction, a metric not currently prioritized by most partners.

→ Assessment: Low — Expectations about performance differ significantly.

### **Can there arise a competition for power? Could Lutem win this?**

If gaming platforms were to expand into emotional recommendation systems, they could quickly outscale Lutem due to larger user bases and deeper data access. However, given their current focus, direct competition in emotional well-being is unlikely in the short term.

→ Assessment: Moderate risk — Potential competition exists but is not immediate.

### **Can Lutem achieve a situation of symbiosis?**

A symbiotic relationship where Lutem enhances gaming experiences without threatening platform core models is possible — if Lutem remains lightweight, modular, and complementary to the user journey.

→ Assessment: Possible with careful positioning — Complementary integration is achievable without challenging platform dominance.

### **Do the partners have a choice?**

Large gaming platforms have significant market power and could choose from multiple potential recommendation system providers or develop their own. Lutem must differentiate based on emotional satisfaction intelligence.

→ Assessment: High Partner Choice — Lutem must maintain distinctiveness to stay relevant.

### **Can anyone steal Lutem's innovation?**

While emotional satisfaction recommendation is defensible via proprietary emotional datasets and learning loops, larger platforms with access to more behavioural data could attempt to replicate it over time.

→ Assessment: Moderate risk — Innovation is partially defensible but not immune.

**Who takes the largest share of the profit?**

Gaming platforms extract the majority of profits through content sales and subscriptions. Lutem's value proposition is additive, enhancing user satisfaction rather than directly competing for transaction revenue.

→ Assessment: Low profit conflict — Lutem does not threaten core platform revenue streams.

**Do I have to compete with peers?**

Currently, there are few direct competitors focused on satisfaction-driven gaming discovery. The primary competition is indirect — engagement-based recommendation systems.

→ Assessment: Low — Lutem faces limited direct peer competition in emotional satisfaction.

**Span of Choice (substitutability of partners / scalability)**

While deep API integrations with gaming platforms are limited, metadata platforms and open gaming APIs offer substitutability and scalability for Lutem's model.

→ Assessment: Partial — Limited substitutability with large platforms but more flexibility with open data providers.

The Fit of Partnering indicates low alignment with major gaming platforms and partial alignment with open metadata providers. However, Lutem's modular design and emotional intelligence focus allow it to maintain flexibility and leverage open opportunities while preserving strategic independence. Potential risks from competition and limited co-creation exist but are manageable with careful strategic positioning.

### **8.3.5 *Fit of the Structure***

Lutem's structural philosophy emphasizes openness, modularity, and cross-platform integration. To effectively deliver satisfaction-driven gaming experiences, Lutem requires technical access to game libraries, user play histories, and behavioural data. It is critical to assess whether the structures of key ecosystem partners are compatible with these needs.

#### **Steam (Valve):**

Steam provides a semi-open architecture, offering the Steam Web API for access to user libraries, achievements, and basic game metadata. However, deep integration into the platform's internal recommendation systems or advanced behavioural analytics is restricted. Steam retains tight control over user engagement data and key platform services.

→ Structural Fit: Partial — Basic API access is available, but deeper emotional data integration is constrained.

#### **Xbox Game Pass (Microsoft):**

Microsoft provides cross-platform access via APIs like Xbox Live services, facilitating basic interoperability for features such as achievements and friend lists. However, access to in-depth gameplay behaviour and user session data is restricted, and the broader structural model prioritizes the Game Pass ecosystem, limiting modular third-party integrations.

→ Structural Fit: Partial — Basic interoperability is possible, but meaningful emotional data access is limited.

#### **PlayStation Store (Sony):**

Sony's PlayStation ecosystem is highly closed, with minimal public API exposure for user libraries or gameplay data. Integration points for third-party personalization or emotional data analysis are nearly non-existent due to a strong focus on protecting platform exclusivity and user data privacy.

→ Structural Fit: Low — The closed architecture severely limits Lutem's potential for deep integration.

#### **Third-Party Recommendation Tools (RAWG, IGDB, OpenCritic):**

These platforms operate on an API-first, open-access model, providing detailed structured data on games, genres, playtime averages, and reviews. Their architecture supports easy third-party integration and aligns closely with Lutem's modular, satisfaction-driven recommendation philosophy.

→ Structural Fit: High — Strong API access and open structural models make them highly compatible for Lutem's integration.

While platform structures play a major role in enabling technical integration, access to emotionally relevant gameplay data also depends heavily on the data-sharing policies of individual game publishers and developers. Some games, such as Counter-Strike (Valve) and Fortnite (Epic Games), offer open APIs or third party-friendly access to gameplay session data and player statistics. However, many single-player or closed-system games restrict external access, limiting behavioural and emotional data collection.

Thus, Lutem's ability to build comprehensive emotional satisfaction profiles will vary not only by platform openness but also by the specific data availability policies at the game level. This necessitates a flexible, adaptable architecture capable of working with varying levels of data granularity.

The Fit of Structure analysis reveals low to partial alignment with major gaming platforms and high alignment with open metadata providers. While basic integration is feasible, Lutem must contend with limitations on deeper behavioural data access. Furthermore, the varying openness of individual games adds another layer of complexity. To mitigate these constraints, Lutem should prioritize partnerships with open-data platforms and structure its recommendation engine to operate effectively even with incomplete data sets.

## 8.4 Conclusion of System FIT

The System FIT analysis reveals that Lutem's management philosophy, customer understanding, partnering expectations, and structural needs align only partially or weakly with the key players in the Gaming Recommendation & Discovery Ecosystem.

- In terms of customer understanding, most platforms continue to view users primarily as engagement metrics or content consumers, without prioritizing emotional satisfaction or well-being.
- The management philosophies of the dominant players emphasize ecosystem control, engagement maximization, and exclusivity, diverging from Lutem's satisfaction-driven, user-centric approach.
- Partnering logic shows limited openness to deep co-creation or modular collaborations, with most players maintaining high degrees of independence and competitive defensiveness.
- Structural analysis highlights partial or restricted access to gameplay data and APIs, further complicated by variations in data availability at the individual game level.

While at first glance these partial alignments might seem like barriers, they are in fact strategically advantageous for Lutem. The low to partial fit ensures that partners are valuable but replaceable, preventing overdependence and enabling Lutem to maintain strategic autonomy. Lutem can leverage open metadata platforms and selectively integrate with gaming ecosystems without compromising its focus on emotional satisfaction and user well-being.

## 9 Economic Assessment

The global gaming market has reached approximately 455 billion USD in 2024 (~374 billion CHF) (Clement, 2024) with a user base of over 3.3 billion players worldwide (Duarte, 2025) in which 52% use gaming platforms. Within this sector, digital discovery and recommendation services indirectly influence user behaviour but remain underdeveloped, particularly regarding satisfaction-driven personalization.

Additionally, the rising global interest in digital well-being — with the wellness technology market expected to exceed 31 billion USD (~25 billion CHF) by 2030 (GrandViewResearch, 2024), which indicates a shifting focus toward emotionally enriching digital experiences.

The Serviceable Available Market (SAM) for Lutem is calculated based on a refined segmentation of the global gaming population. According to Duarte (2025), there are approximately 3.3 billion gamers worldwide, of which 52% primarily engage through PC and console platforms, resulting in an addressable base of around 1.716 billion gamers.

Given the increasing relevance of emotional well-being and satisfaction-driven digital experiences, it is assumed that 10% of these PC and console gamers would be interested in a personalized, well-being-focused gaming discovery service. This results in approximately 171.6 million potential users.

From this base, conversion rates typical for freemium-to-premium digital services, averaging around 3.5% according to Bailyn, 2024, are applied. This yields an estimated 6 million premium-paying users.

Assuming an average subscription fee of 6 CHF per month (midpoint of the planned 5–7 CHF range), this results in an annual revenue potential of approximately 432 million CHF.

In summary, the Serviceable Available Market (SAM) for Lutem is estimated at ~6 million premium users, representing ~432 million CHF in annual revenue opportunity.

## Revenue Model

Lutem's business model will combine a freemium structure with a premium subscription:

Freemium Tier: Access to basic satisfaction-aware gaming recommendations and mood-aligned suggestions.

Premium Subscription: Enhanced features including:

- Emotional satisfaction tracking.
- Personalized session highlights and achievement recaps.
- Cross-platform integration.
- Weekly emotional progress summaries.
- Early access to personalized upcoming game recommendations.
- Monthly fee in the range of 5–7 CHF.

A B2B API Licensing Model could be explored long-term, offering emotional intelligence engines to subscription services and gaming platforms interested in integrating satisfaction-driven recommendations into their ecosystems.

### Cost Structure:

Two deployment scenarios are planned (Numbers estimated by ChatGPT):

Table 16 - Cost Structure

Cost Category	Solo Developer MVP	Lean Startup Team
<b>Personnel</b>	Solo developer (no salary)	Small team (2 backend developers, 1 ML engineer, 1 UX designer, 1 PM) — ~360,000 CHF/year
<b>Cloud Infrastructure</b>	1,800 CHF/year	36,000 CHF/year
<b>Tools and Services</b>	450 CHF/year	10,800 CHF/year
<b>Marketing (Targeted, Community-Based)</b>	4,500 CHF/year	54,000 CHF/year
<b>Operations/Legal/Accounting</b>	4,500 CHF/year	18,000 CHF/year
<b>Total Annual Cost Estimate</b>	~11,250 CHF/year	~480,800 CHF/year

The solo developer MVP allows for rapid market validation at minimal cost, whereas the lean startup team supports scalable growth upon validation.

### Break-Even Analysis

Table 17 - Break-Even Target

Scenario	Break-Even Target
<b>Solo Developer MVP</b>	Profitability achievable with ~2,500–3,000 premium users (~150,000–200,000 CHF annual revenue); break-even possible within 1–1.5 years.
<b>Lean Startup Team</b>	Requires ~50,000 premium users at 5 CHF/month (~3 million CHF annual recurring revenue); estimated break-even in 2–3 years.

Assuming a freemium-to-premium conversion rate of 3–5%, these targets are conservative and aligned with industry benchmarks for SaaS and subscription-based digital services.

**Risk Assessment:**

Platform Dependency: Partial reliance on platform APIs and metadata providers; mitigated by modular integration strategies.

Game-Specific Data Access: Variability in data access depending on game publisher openness; addressed through flexible data-handling architecture.

Market Education: Users may require time to appreciate the shift from engagement-driven to satisfaction-driven gaming; early adopters in digital well-being communities targeted first.

Competition: Low direct competition in satisfaction-driven gaming discovery; risk increases if major platforms pivot toward emotional personalization.

**Final Strategic Recommendation:**

Given the market opportunity, minimal direct competition, growing demand for emotionally enriching digital experiences, and Lutem's strategic independence validated by the System FIT analysis, it is recommended that Lutem proceed with market entry.

A phased approach is advised:

1. Launch a Solo Developer MVP to validate product-market fit and refine emotional recommendation models.
2. Upon achieving early traction, scale into a Lean Startup Team to expand feature sets, enhance emotional learning loops, and explore B2B partnerships.

By positioning itself as the first platform to integrate emotional satisfaction into gaming discovery, Lutem has the potential not only to capture a loyal user base but also to redefine the discovery experience in a market still dominated by engagement-first models.

## 10 Final Recommendation

Following the strategic, operational, and market analyses conducted throughout this paper, it is strongly recommended that Lutem proceed with its entry into the Gaming Recommendation & Discovery Ecosystem.

The System FIT evaluation highlights that while current ecosystem players like Steam, Xbox, and PlayStation are powerful, they remain focused on engagement, retention, and transactional loyalty, with limited interest in emotional satisfaction or user well-being. This misalignment ensures that while Lutem can leverage the openness of metadata platforms and basic API integrations, it will maintain strategic independence from the dominant players. The low to partial FIT across customer understanding, management philosophy, partnering logic, and structural architecture is an advantage, not a liability: it guarantees that Lutem's innovation is hard to replicate and that its emotional satisfaction model remains distinct and protected.

From a market perspective, the landscape is favourable. The gaming industry continues to grow, reaching an estimated 455 billion USD, and users are increasingly seeking meaningful, emotionally enriching digital experiences rather than just longer play sessions. The intersection of gaming discovery and digital well-being is still an open space because no major competitor currently dominates the satisfaction-driven segment. Lutem's positioning aligns with emerging consumer trends around digital leisure and mental health, giving it a first-mover advantage.

Economically, the phased launch strategy balances ambition with prudence: A Solo Developer MVP minimizes risk and allows for early market validation. With low overhead (~11,250 CHF/year), Lutem can rapidly gather satisfaction data and refine its recommendation models. Upon validation, scaling to a Lean Startup Team (~480,800 CHF/year) will enable the build-out of more sophisticated emotional learning loops, cross-platform integrations, and potential B2B licensing opportunities.

Furthermore, Lutem's business model — combining freemium user acquisition with premium emotional well-being features and long-term B2B licensing — ensures diversified revenue streams. Break-even projections (~2,500 users for MVP, ~50,000 users for scale-up) are achievable within 1 to 3 years, reflecting industry-standard conversion rates.

In summary, Lutem is strategically positioned to fill a critical gap in the market. It can leverage the fragmented structure of the Gaming Recommendation & Discovery Ecosystem, maintain independence from dominant players, and capitalize on unmet user needs for emotional satisfaction.

## 11 Conclusion

This paper has presented the development of Lutem, an AI-powered platform aimed at transforming gaming discovery by prioritizing emotional satisfaction and user well-being.

Starting from an in-depth analysis of user personas, including Sam, Emma, Mark, Lisa, and Jake, it became clear that modern gamers are no longer merely seeking entertainment or engagement. They are driven by the desire for meaningful, emotionally fulfilling experiences that fit into their complex lifestyles. Each persona revealed the importance of satisfaction as the dominant human driver, shaping the way gaming recommendations should be curated and delivered. Lutem's value proposition is directly built upon these insights: creating an emotionally intelligent recommendation engine that enhances personal well-being through tailored gaming experiences.

Recognizing the importance of ecosystem fit, Lutem carefully evaluated multiple digital ecosystems. The Gaming Recommendation & Discovery Ecosystem was chosen not merely for its growth potential but for its strategic alignment with Lutem's vision. Unlike calendar management, cloud gaming, or digital health ecosystems, where gaming would either be peripheral or the competitive landscape saturated, the discovery space offered an open field for innovation. Here, Lutem's focus on emotional satisfaction fills a distinct gap left by traditional engagement-first strategies.

Positioning Lutem as the Most Powerful Company within this ecosystem required more than just a compelling product. Through the System FIT analysis, it was demonstrated that while the potential partners like Steam, Xbox, PlayStation, and metadata providers offer valuable infrastructure, their management styles, customer models, and technical structures are only partially aligned with Lutem's satisfaction-driven philosophy. This partial fit is not a weakness; it is a strategic asset. It ensures that Lutem can leverage necessary integrations without becoming dependent, preserving its independence and allowing it to maintain strategic control over its positioning.

The combination of user-centered insights derived from the personas, a clearly defined value proposition focused on emotional well-being, and a carefully selected ecosystem with minimal direct competition has shaped Lutem's strategic approach. Through the System FIT analysis, it was demonstrated that while potential partners offer necessary infrastructure, their management styles, customer models, and technical structures are not fully aligned with Lutem's satisfaction-driven philosophy. This partial fit allows Lutem to leverage available resources without becoming dependent, ensuring that it retains strategic autonomy within the ecosystem.

Taken together, these elements — grounded in user analysis, value creation, ecosystem positioning, and a carefully designed partner strategy — provide Lutem with a strong foundation for building a sustainable, defensible position in the evolving landscape of gaming discovery.

## 12 Aids Used

Aid	How?
ChatGPT	sparring partner on personas and ideas
ChatGPT	reformulate and enrich text
ChatGPT/Sora	MockUp and persona image creation
ChatGPT	estimations and initial research

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