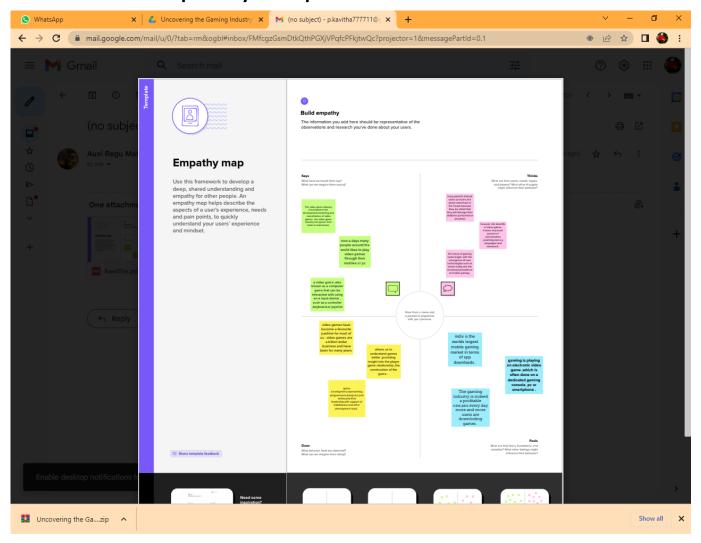- **INTRODUCTION:**

.1 Overview:

As the video game industry is gaining increasing popularity and attracting more and more publishers, we are interested in unveiling noticeable insights about the relationship among genre, publisher, release date and sales of different tittles.
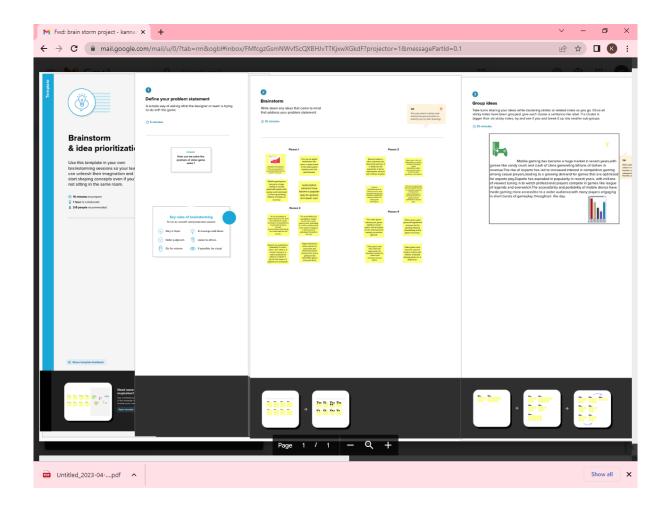
.2 Purpose:

The video game industry encompasses the development marketing, and monetization of video games.
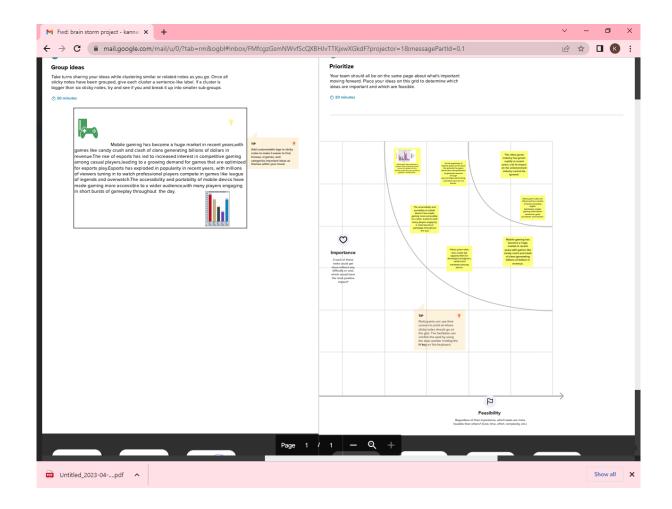
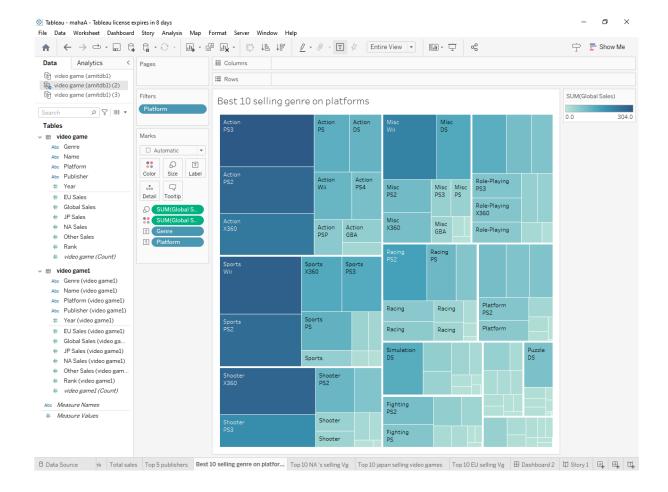## 2 . PROBLEM DEFINITION AND DESIGN THINKING:

2.1 Empathy Map:

2.2 Ideatio and brainstorming Map:

mail.google.com/mail/u/0/?tab=rm&ogbl#inbox/FMfcgzGsmNWvfScQXBHJvTTKjxwXGkdF?projector=1&messagePartId=0.1

Template

Brainstorm
& idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Share template feedback

Need some inspiration?

Open example

1

Define your problem statement

A simple way of asking what the designer or team is trying to do with the game.

⏱ 5 minutes

PROBLEM
How can we solve the problem of video game sales ?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil/pencil to sketch/icon to start drawing!

Person 1   Person 2

Person 3   Person 4

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

Mobile gaming has become a huge market in recent years,with games like candy crush and clash of clans generating billions of dollars in revenue.The rise of esports has led to increased interest in competitive gaming among casual players,leading to a growing demand for games that are optimized for esports play.Esports has exploded in popularity in recent years, with millions of viewers tuning in to watch professional players compete in games like league of legends and overwatch.The accessibility and portability of mobile devices have made gaming more accessible to a wider audience,with many players engaging in short bursts of gameplay throughout the day.

Page 1 / 1

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Show all

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕐 20 minutes

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TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

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3. RESULT:

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Data Analytics

video game (amitdb1)
video game (amitdb1) (2)
video game (amitdb1) (3)

Search

Tables

video game
- Abc Genre
- Abc Name
- Abc Platform
- Abc Publisher
- # Year
- # EU Sales
- # Global Sales
- # JP Sales
- # NA Sales
- # Other Sales
- # Rank
- # video game (Count)

video game1
- Abc Genre (video game1)
- Abc Name (video game1)
- Abc Platform (video game1)
- Abc Publisher (video game1)
- # Year (video game1)
- # EU Sales (video game1)
- # Global Sales (video ga...
- # JP Sales (video game1)
- # NA Sales (video game1)
- # Other Sales (video gam...
- # Rank (video game1)
- # video game1 (Count)

- Abc Measure Names
- # Measure Values

Pages

Columns

Rows

Filters

Platform

Marks

Automatic

Color   Size   Label

Detail   Tooltip

SUM(Global S...
SUM(Global S...
Genre
Platform

Best 10 selling genre on platforms

SUM(Global Sales)

0.0   304.0

Action PS3	Action PS	Action DS	Misc Wii	Misc DS		
Action PS2	Action Wii	Action PS4	Misc PS2	Misc PS3	Misc PS	Role-Playing PS3
Action X360	Action PSP	Action GBA	Misc X360	Misc GBA		Role-Playing X360
						Role-Playing
Sports Wii	Sports X360	Sports PS3	Racing PS2	Racing PS		
Sports PS2	Sports PS		Racing	Racing	Platform PS2	
	Sports		Racing	Racing	Platform	
Shooter X360	Shooter PS2		Simulation DS			Puzzle DS
Shooter PS3	Shooter		Fighting PS2			
	Shooter		Fighting PS			

File   Data   Worksheet   Dashboard   Story   Analysis   Map   Format   Server   Window   Help

Dashboard   Layout

Default
Phone

Device Preview

Size
Desktop Browser (1000 x 8...

Sheets
sales in EU-NA-...
genre with rank
Total sales
Top 5 publishers
Best 10 selling ...
Top 10 NA 's ...
Top 10 japan ...
Top 10 EU sellin...

Objects
Horizontal Container
Vertical Container
Text
Extension
Ask Data
Data Story
Image
Blank
Workflow
Web Page

Tiled   Floating

Show dashboard title

genre with rank

sales in EU-NA-JP regions

Top 5 publishers

Name
Call of Duty: Black O..
Call of Duty: Modern ..
Duck Hunt
Grand Theft Auto V
Mario Kart Wii
Super Mario Bros.
Super Mario World
Tetris
Wii Sports
Wii Sports Resort

0.16 1.48

17.40

Top 10 NA 's selling Vg

Total sales

Best 10 selling genre on platforms

Action

Misc

Top 10 EU selling Vg

678.9 567.3
395.5
251.3   337.1
357.9   264.4
199.2
53.9   201.6   70.9   0.1

Top 10 japan selling video games

Tetris

Data Source   nk   Total sales   Top 5 publishers   Best 10 selling genre on platforms   Top 10 NA 's selling Vg   Top 10 japan selling video games   Top 10 EU selling Vg   Dashboard 2   Story 1

4. ADVANTAGES AND DISADVANTAGES:

ADVANTAGES

- They speed up response times. ...
- They encourage teamwork. ...
- They stimulate creativity, focus and visual memory. ...
- They improve strategy and leadership. ...
- They teach languages. ...
- Critical thinking

DISADVANTAGES

- Depression and social anxiety.
- Lack of motivation.
- Poor emotional regulation.
- Poor sleep hygiene.
- Muscle loss and fat gain.
- Dehydration.
- Exhaustion.

5. APPLICATIONS:

Gaming Applications means all applications, supporting documents and supplemental information required by any Gaming Authority or required pursuant to any applicable Gaming Law necessary to effectuate the provisions set forth in any of the Transaction Documents or any of the rights, remedies or obligations thereunder.

6. CONCLUSION:

Video games are a form of media that is often associated with negative health consequences. However, when games are played

in moderation and with mindfulness, they are a viable source of stress relief as well as a catalyst for mental health improvement and development of social skills.

7. FUTURE SCOPE:

Gaming is now a bigger industry than movies and sports combined. Revenue for gaming reached $184 billion in 2022, and the number of gamers is expected to grow to 3.6 billion by 2025. It's not just kids either: 38 percent of gamers are between the ages of 18 and 34 years, and 16 percent are older than 55.

8. APPENDIX:

https://public.tableau.com/views/mahag/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

https://public.tableau.com/views/mahad/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

https://drive.google.com/file/d/19PKZnS0QnLPMwAXVxmULvUP1fr_tmjDA/view?usp=drivesdk