**Empathize**

Energetic Millennial Kara, has spare time and no technical difficulties. She wants to start a career in digital marketing. An important thing in that sphere is the ability to use photo editing software to present certain information in the most influential and agreeable way to the customer. Although there are many products for editing, there are hardly enough platforms that create a community of artists (in this case that concerns mainly digital marketers and related professionals). Furthermore, it creates a competitive yet very motivating atmosphere for the professionals to promote their work, become better and acquire new skills.

**Define**

People such as our persona:

* like to challenge themselves
* like to compete with each other or just work together
* like to share their work and progress and get recognition for it
* like to acquire new skills and get more experience
* need to be entertained and motivated to keep using an app
* want to use a user-friendly and easy to browse through app

**Ideate**

Photography and visual art community (Art social media)

* Upload and share photos or other art materials
* Weekly leaderboard with the best photos in different categories
* Assigning ranks/badges to people such as “Junior photographer”, “Professional photographer”, etc.
* Voting on art materials, sharing or writing a comment
* Different challenges exploring the creative minds of the users

**Prototype**

**Test**

**Present**

**Inspiration**

**Design Challenge**

What is the problem we are trying to solve?

The gaming industry has risen exponentially in the past few decades. Last it was set to hit 165 billion dollars global revenue with almost 3 billion gamers (2.7 billion). There are way too many games released every day and the smaller game studios find it hard to promote their products to a large enough audience. For example a very popular game in 2020 called “Among us” needed almost 2 years to put their name on the map and become a worldwide hit. That calls for the marketing department. Many companies count on influencers to promote their products by streaming how they play, but another important aspect are the advertisement materials such as posters, cover photo, trailer and etc.

How might we inspire young digital marketers to join the gaming industry?

Key outcomes:

* Supporting young marketers in their career paths
* Introducing them to the gaming industry

Constraints/Important aspects:

* Cultural Awareness
* Rapidly changing trends in the gaming industry
* Time Consuming
* Discouraging atmosphere

Possible solution(s):

* What if there was a platform for freelance marketers, where they can offer their services to clients and gain experience/useful feedback/motivation (And acquire new skills to move up in their career)?

Design Question:

* How might we support and inspire young digital marketers in their first steps into the gaming industry?

Interview questions:

* At what level are you familiar with game marketing?
* How would you advertise your game?
* What type of marketing materials do you prefer?
* Do you feel that video games are promoted to reach enough people?
* Would you consider working as a freelancer (be self-employed) from home through an app?
* Have you used freelancing websites/apps such as “Upwork”?
* How important is the marketing for a game in your opinion?
* Do you play any kind of games?
* How annoying are the pop-up ads in games?
* Do you prefer interactive ads or static/videos of gameplay?
* Is it more likely to download a game, if a celebrity is promoting it?
* What would prefer as payment only cash or discounts/credits for games or game platforms?

**Ideation**

**Implementation**