

NINTENDO SWITCH INFOGRAPHIC

Nicole Lopez

PROBLEM STATEMENT

Current known facts about the Nintendo Switch are everywhere on the internet, but never in the same place, and many of the online sources that do have statistics are wordy with a lot of padding about unnecessary information. There is no one place to find the simple facts.

PROJECT GOALS

Create an infographic with straight-forward details and recent facts regarding the Nintendo Switch video game console.

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INSPIRATION



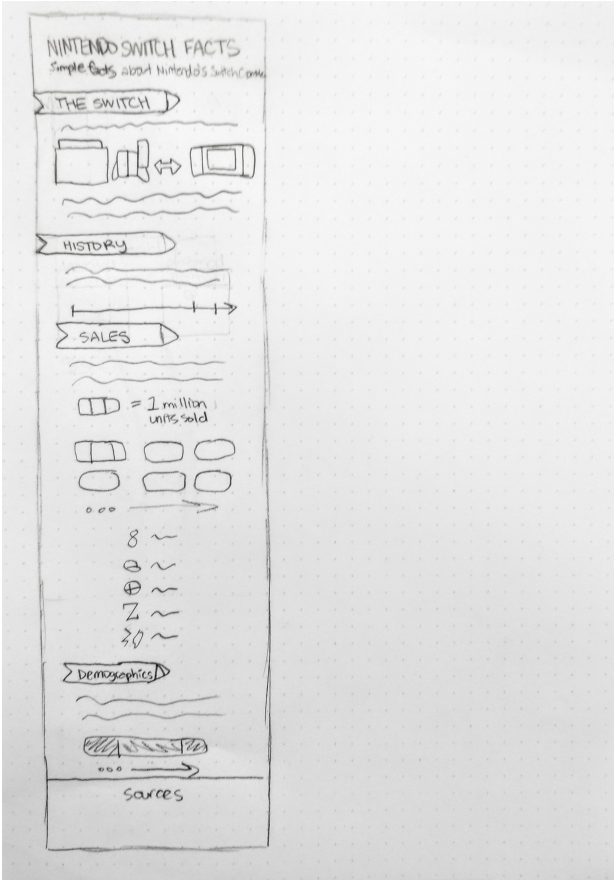
MOOD BOARD



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SKETCHES



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FINAL PRODUCT

See next page.

NINTENDO SWITCH FACTS

A brief summary and history of the Nintendo Switch

THE SWITCH

The Nintendo Switch is a hybrid video game console developed by Nintendo that can be used in both stationary and portable settings.



AT HOME

As a home console, the main unit is placed onto a docking station that connects to a television screen or monitor.



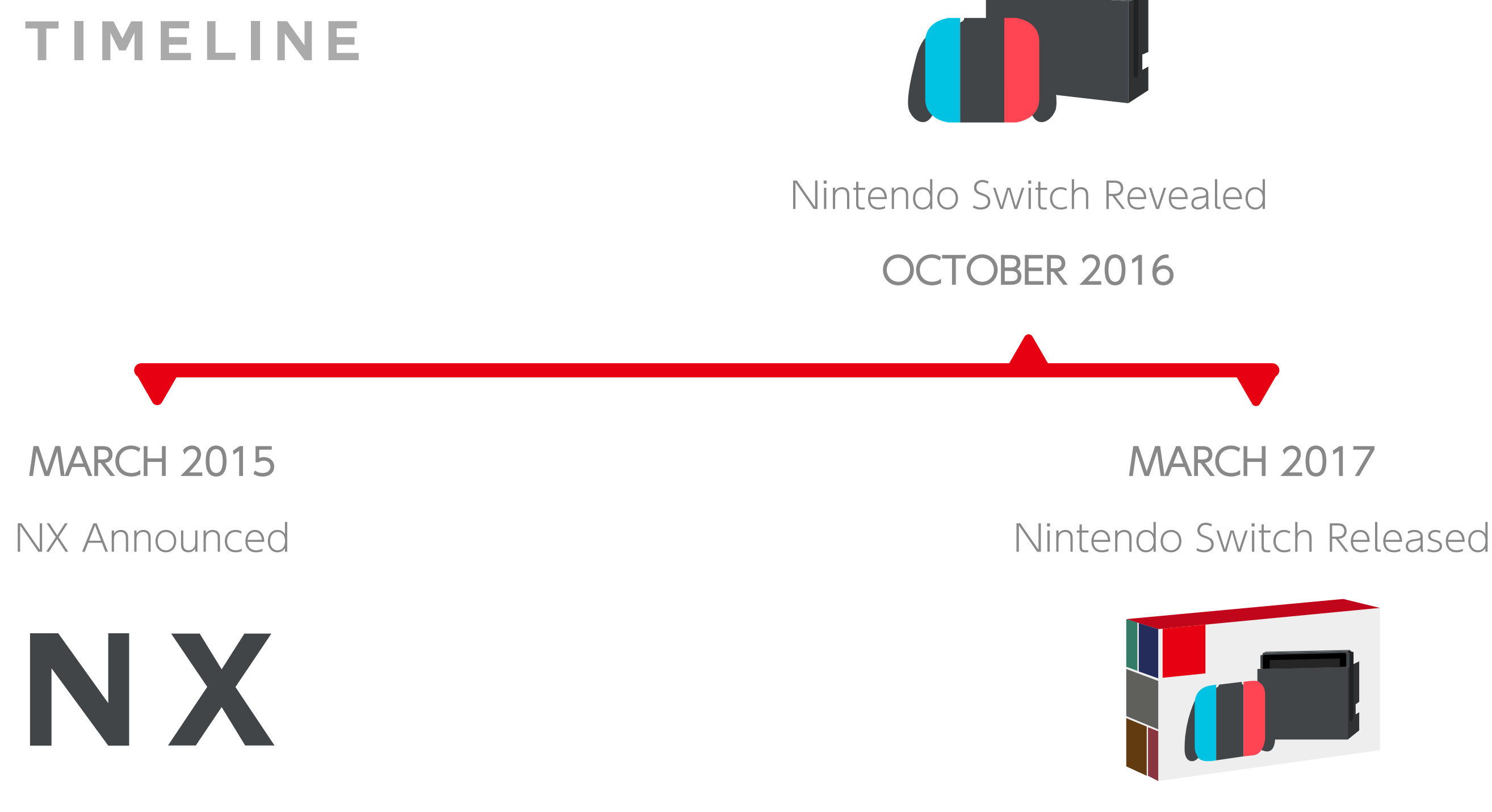
ON THE GO

As a portable console, the main unit is removed from the dock and used similarly to a tablet through its LCD touchscreen.

HISTORY

Known in development by its codename **NX**, the concept of the Switch came about as Nintendo's then-president Satoru Iwata pushed the company towards mobile gaming and novel hardware. It was first announced in March, 2015 as a new "dedicated game platform" before being officially unveiled as the **Nintendo Switch** in October 2016. It was finally released in most areas worldwide on March 3, 2017 for \$299.99.

PRE-RELEASE TIMELINE

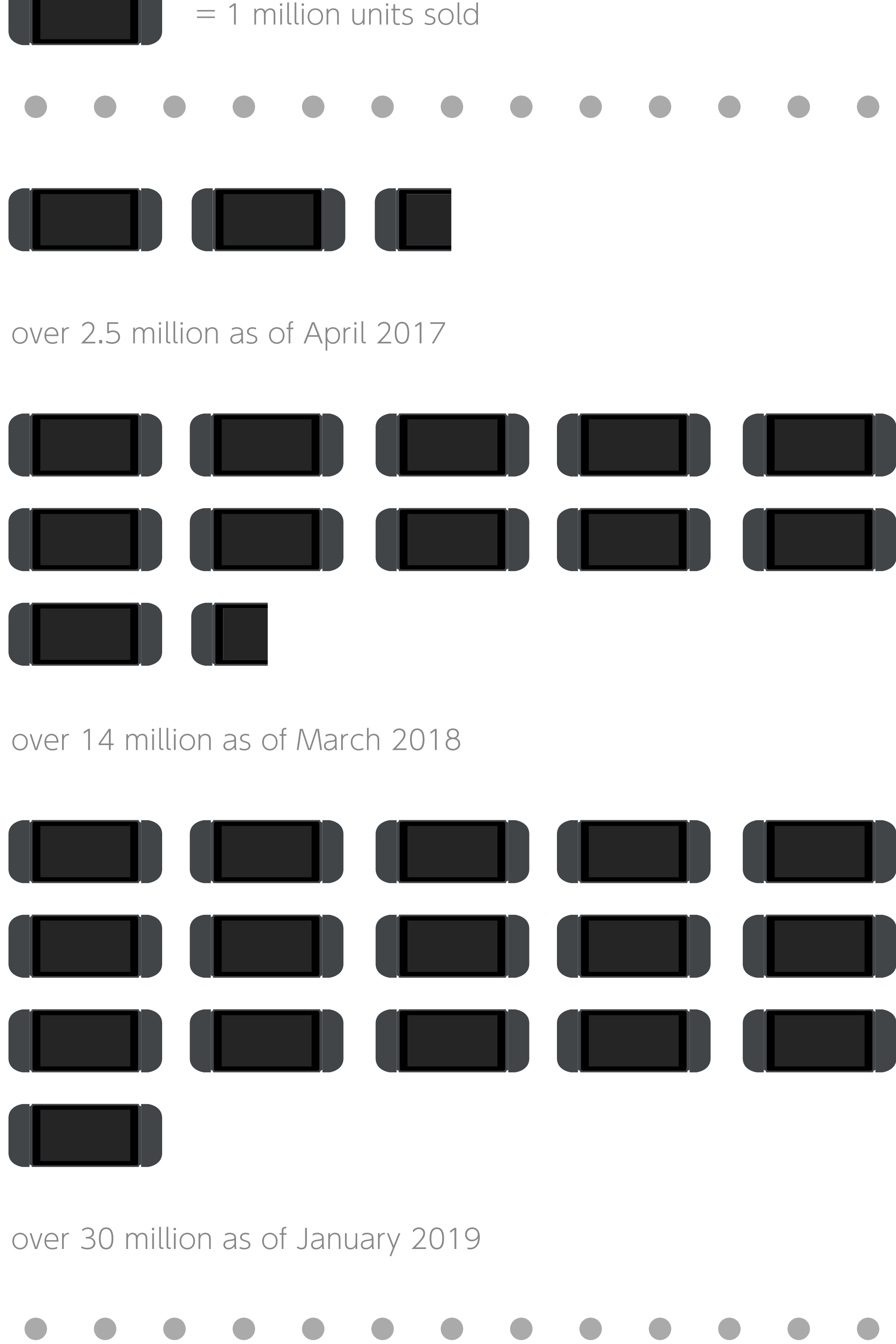


RECEPTION

Exceeding Nintendo's initial projection of 2 million, over 2.5 million Nintendo Switch consoles were shipped within the first month of its launch. Within a year of release, the Switch had achieved over 14 million units sold worldwide, and by January 2019, it has sold over 30 million units.

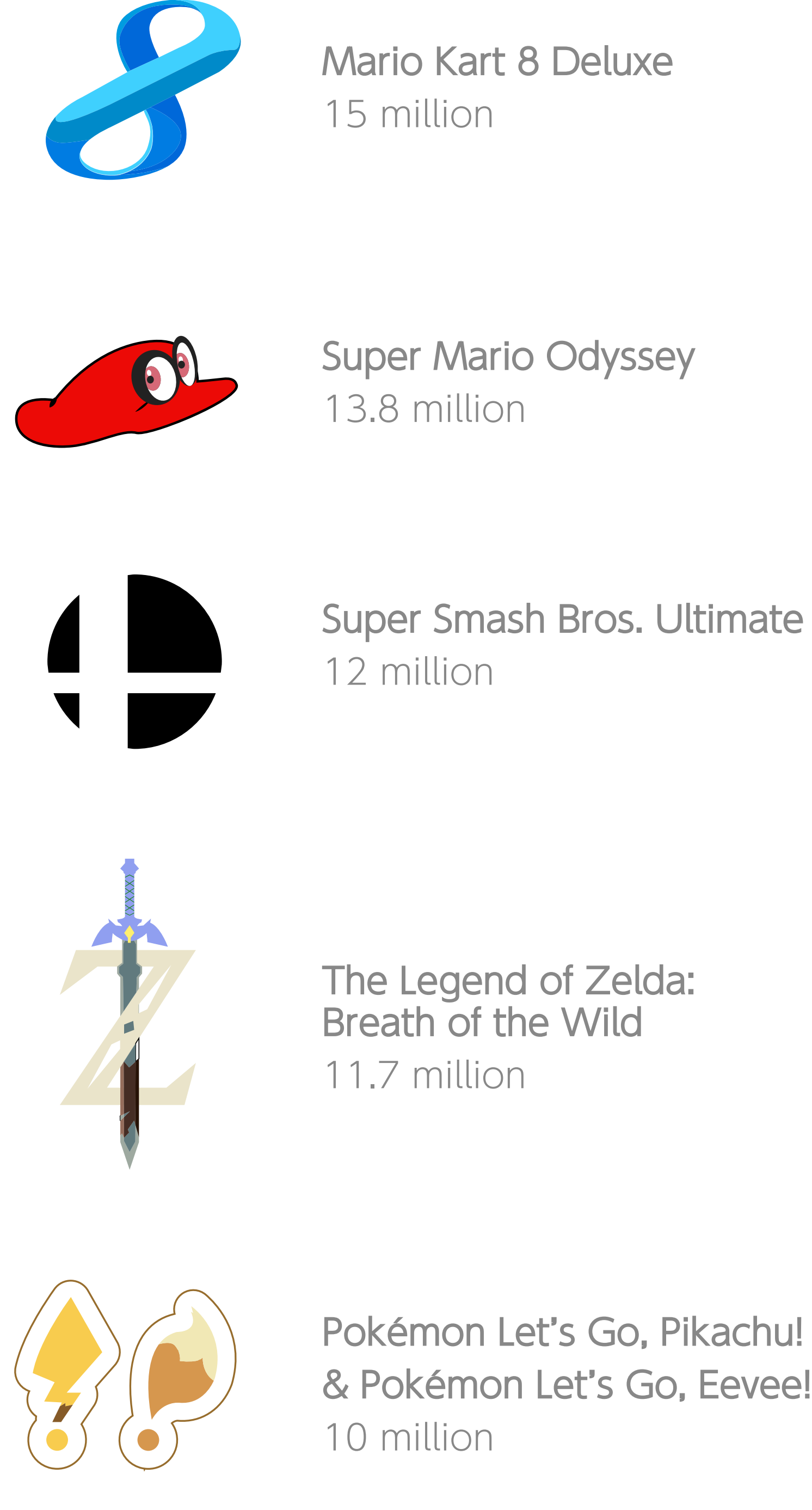
As of January 2018, the Nintendo Switch has become the fastest-selling console of all time in both America and Japan.

SALES FIGURES



Over 163.6 million games have been sold for the Nintendo Switch as of January 2019, and 5 of these games have sold over 10 million copies each.

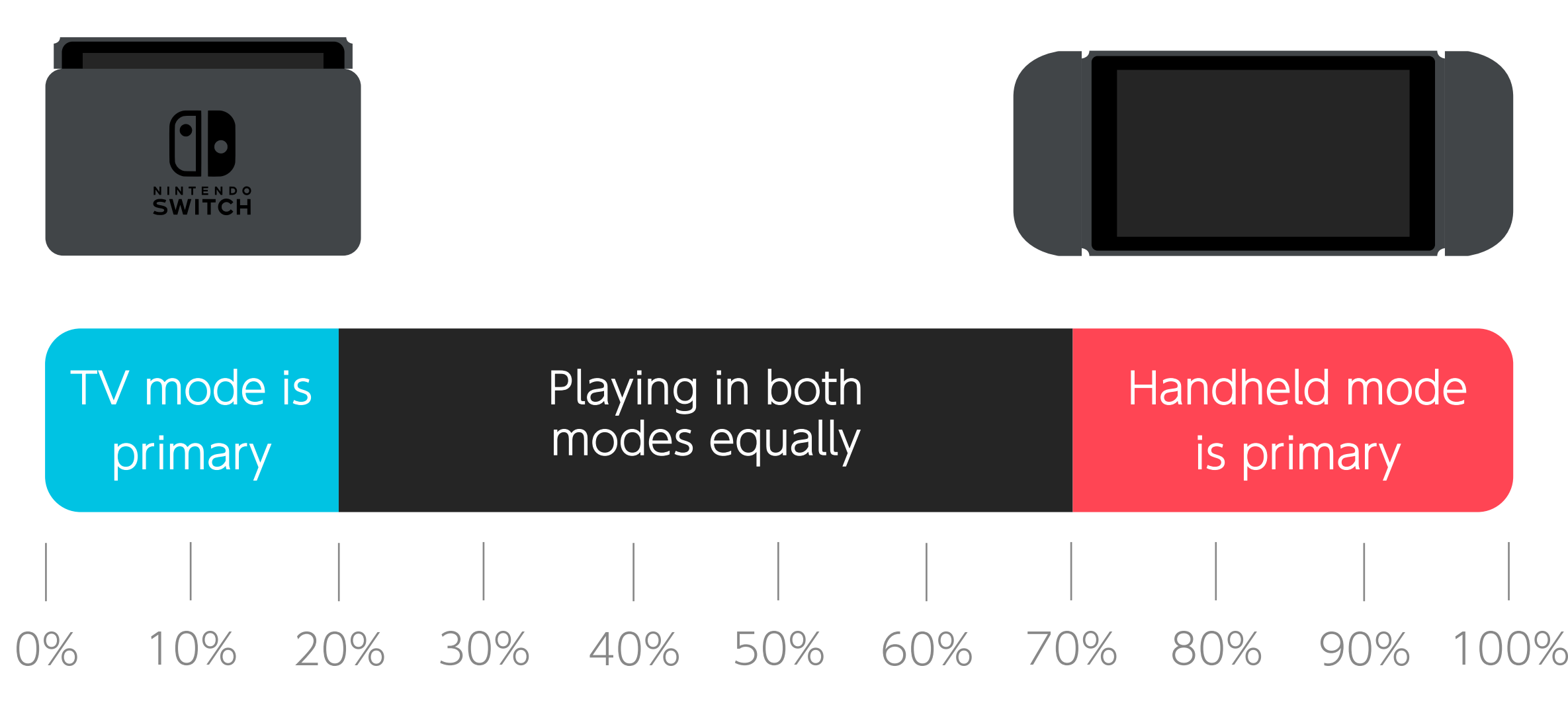
TOP SELLING GAMES



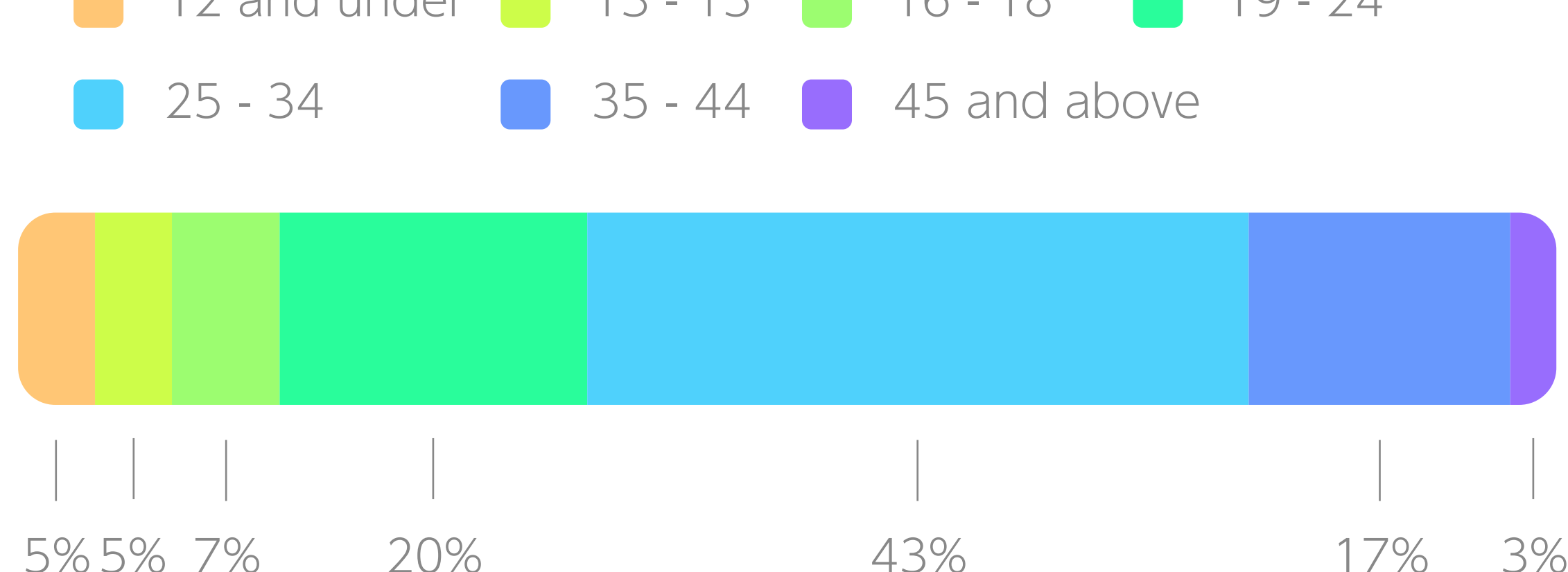
DEMOGRAPHICS

As of October 16, 2017, Nintendo sent an email survey to roughly 600,000 consumers who had associated a Nintendo Account with their Nintendo Switch, and the response rate was about 11%. They asked about buyer gameplay trends as well as their ages and genders.

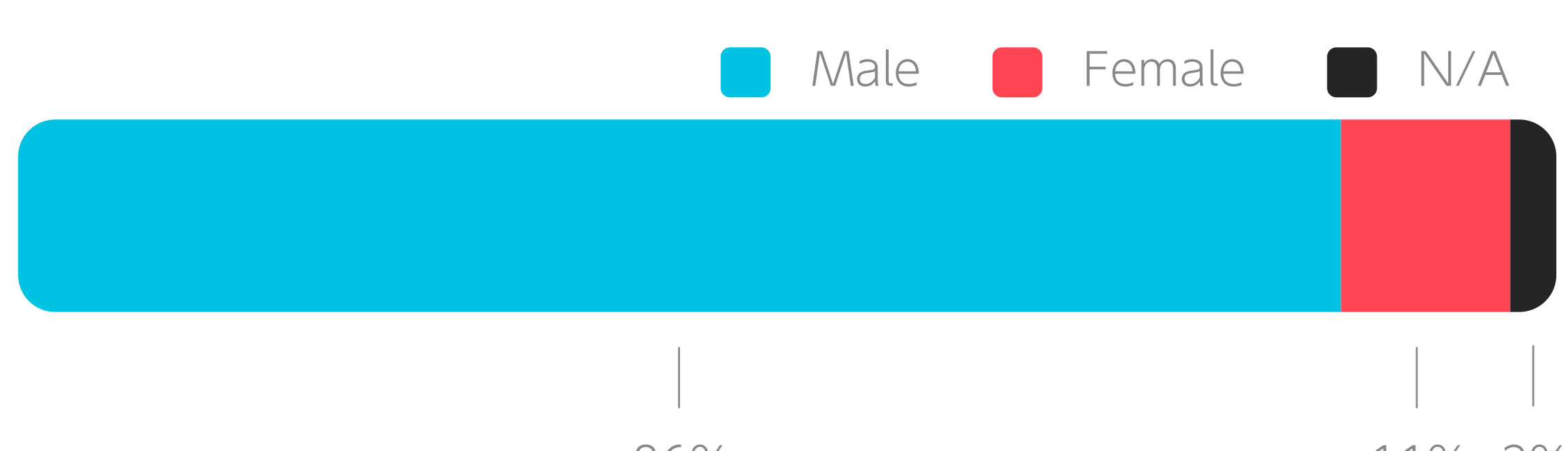
GAMEPLAY TRENDS FOR JAPAN, THE US, AND EUROPE



BUYER AGES IN THE US



BUYER GENDERS IN THE US



SOURCES

https://www.nintendo.co.jp/ir/pdf/2017/171031_2e.pdf
https://www.nintendo.co.jp/ir/en/finance/hard_soft/index.html
<https://www.nintendo.com/whatsnew/detail/nintendo-switch-is-the-fastest-selling-video-game-system-of-this-generation>
https://en.wikipedia.org/wiki/Nintendo_Switch#Development