

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?



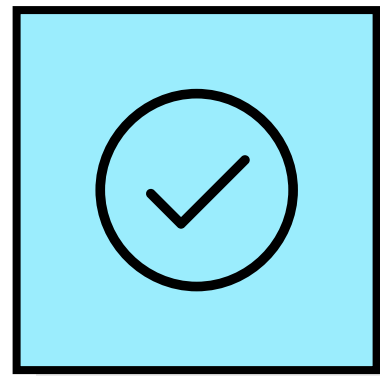
What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Provides experiential learning

Exciting, fun and full of opportunity

Have good social skills



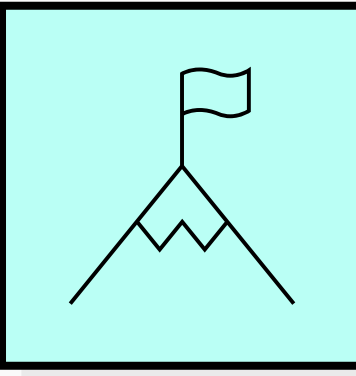
What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Game design, game art, game programming and game production

To publishing gaming houses and gaming consoles

Gaming industry encompasses dozens of jobs disciplines and thousands of jobs worldwide



What do they need to DO?

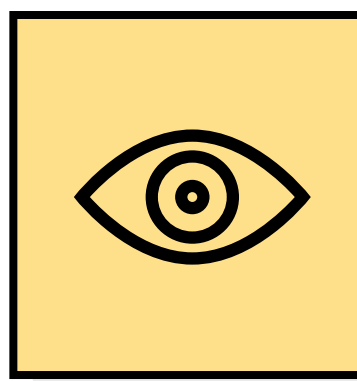
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Build video games that entertain players

Better technology, metaverse-style environment

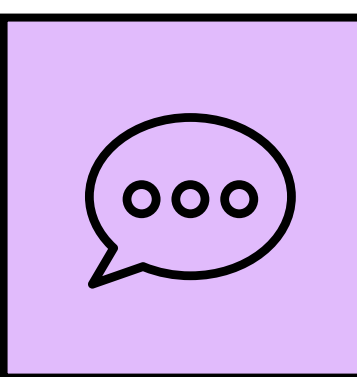
Sales of video games and interactive experience

Design, Development and Marketing



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

What have we heard them say?
What can we imagine them saying?

Playing video games changes the brain physical structure

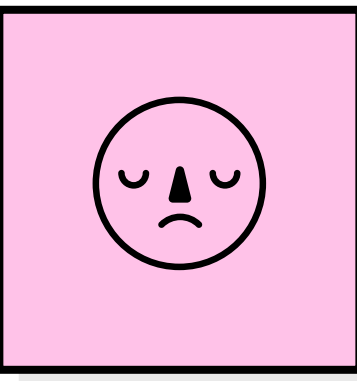
Video games provide mental stimulation

GOAL

What do they THINK and FEEL?

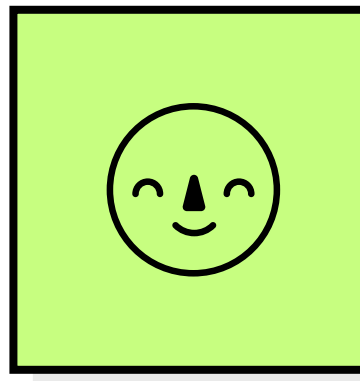
PAINS

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?



Increased hand-to-eye coordination

Faster and more accurate decision making

Not interested in playing video games

Sales can be affected in gaming industry

Increased aggression

Peculiar interest in the real-life equivalent of the weapons used in the video games

-----What other thoughts and feelings might influence their behavior?-----