

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

Development in the Game Industry as led to the application of Business Intelligence(BI) becoming more and more extensive.

As a Business model, The essence of games is to provide a service to satisfy the player Experience.

BI used in the game Industry, focusing primarily on game analytics.

The game indusrty include computer programming/computer science, physics, math, animation, visual effects, management, music, art and design.

The video game industry includes the design, development, marketing and sales of video games and inter active experiences across all digital platforms.

Does

What behavior have we observed? What can we imagine them doing?

HIDDEN

The game

industry has a

highly qualified

workforce with

86% holding a

degree.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts ight influence their behavior?

BUSINESS

IMPACT: Increased competition among game developers and publishers

SOCIAL IMPACT: Increased awareness and representation of diverse groups in the gaming industry.

Increased use of microtransaction and in game purchases for additional revenue streams

UNCOVERIN THE GAMING INDUSTRY'S HIDDEN GEMS

The developers might be eager to know the feedback and approch of the customers

By use of data analytics, we can track player behaviour and improve game design.

Y Players acquire new abilities and upgrades, allowing them to access previously inaccessible areas and uncover secrets.



Feels

Need some inspiration? See a finished version of this template to kickstart your work. Open example ->







