**We Play Games Co.**

Business Case

**Business description**

We Play Games Co. is based in Los Angeles, California. We Play Games is composed of local Angelino community members who like to promote and recommend amazingly fun games for groups big and small! As we struggle through this pandemic, it is important to remember to be indoors, stay safe, and have fun. We Play Games would like to promote the top 5 trending group games of 2021. Despite being stuck at home, everyone can still have fun by playing games with their family and friends.

**Business goal**

As boredom overtakes families struggling through this pandemic, We Play Games would like to take advantage of the web to promote games for families, big and small groups, and even large parties. We Play Games knows very well that a large number of families would like to stay home and practice social distancing. In addition, the website’s implementation will mainly be informational where the online community can vote on the most likable game, and also share their gaming experience by sending a review.

**Target Audience**

We Play Games Company’s target audience consists of people who like getting together and having fun. Demographics of the target audience include young to middle-aged adults, couples, or people that enjoy playing games in large groups.

**Visitors' Motivations and Goals**

We Play Games website’s visitors are likely to be adults looking for the best games to play with their family or friends. Specific goals of the website’s visitors may include rating the games they've played, suggesting games based on the needs of the visitor (party, team bonding, and family), or contacting our customer service for more information.

**Information requirements**

1. Potential game reviewers to We Play Games would like to know more information about We Play Games, so the website should provide a link to all gaming material.
2. In addition, the website should include information specific to each game, such as the best sale’s price, the direct link to purchase the item, and AO-rated games.

**References**

According to this article, *An Empirical Study of Game Reviews,* “Studying game reviews can help game developers better understand user concerns, and further improve the user-perceived quality of games” (Dayi Lin, Ying Zou & Ahmed Hassan, 2019). The information in this case and the website’s content on rating specific games comes from an article published by Benjamin Abbot.

Lin, D., Bezemer, C. P., Zou, Y., & Hassan, A. E. (2019). An empirical study of game reviews on the Steam platform. *Empirical Software Engineering*, *24*(1), 170-207.

Abbott, B. (2021, July 15). *Best party board games 2021 - essential crowd-pleasers for friends and family*. gamesradar. Retrieved September 22, 2021, from https://www.gamesradar.com/best-party-board-games/.