UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS:

A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES

BRAINSTORMING AND IDEA PRIORITIZATION

TEAM ID	NM2023TMID03292
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TEAM GATHERING, COLLABORATION AND SELECT THE PROBLEM STATEMENT

TEAM GATHERING:

We discuss out topic "UNCOVERING THE GAMING INDUSTRY'S HIDDEN GEMS: A COMPREHENSIVE ANALYSIS OF VIDEO GAME SALES".

SET THE GOAL:

Collect more relevant Information About our topic and make it as Brainstorming and Idea Prioritization Model.

LEARN HOW TO USE THE FACILITATION TOOLS:

By the help of our Mentor. We understand all these things.

STEP 1 : DEFINE – PROBLEM STATEMENT

"THE GAMING INDUSTRY IS ONE OF THE MOST EXCITING INDUSTRIES IN TECH" . PC, Console and Mobile gaming companies are using the latest in tech to bring their games to the screens of more than three billion people.

- ★ Type of video games

- ★ Publisher of video games

- ★ Platform of video games

- ★ Sales of a Video games

STEP-2:   *BRAINSTROM*

TAMILSELVI

- ADVERTISE ON STREAMING PLATFORMS
- GO WITH APP STORE OPTIMIZATION FOR GAMES
- COLLABORATE WITH GAMING INFLUENCERS
- 3D VIDEO GAME CREATION

GOMATHI

- GIVING AWAY AFFORDABLE VIDEO GAMES
- EFFICIENTLY VISUALISE VIDEO GAME CREATION
- DESIGN SOUND EFFECTIVE ACTION GAMES
- PLAYING VIDEO GAMES WITH A FRIEND OR GROUP OF GAMERS

MAHALAKSHMI

- CREATE VIDEO CONTENT ABOUT VIDEO GAMES
- PROVIDING HIGH QUALITY VIDEO GAMES
- ACCESSIBLE VIDEO GAMES OF VARIOUS GENRES FOR PLAYERS OF ALL AGES
- A STRAIGHT FORWARD APPROACH FOR MAKING VIDEO GAMES

VIJAYALAKSHMI

- VIDEO GAME MARKETING TECHNIQUES USED ABROAD
- BUILD A SIMPLE WEBSITE
- JOIN SOCIL MEDIA BLOGS
- GET REVIEWS

STEP:3 GROUP IDEAS

- ★ Efficiently visualise video game creation.

- ★ 3D video game creation.

- ★ Collaborate with gaming influencers.

- ★ Video game marketing techniques used abroad.

STEP:4 IDEA PRIORITIZATION