

Topic: Simplification of product display in gaming

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Problem Background:

- *Some gamers may have a hard time finding a title they might like when they are not playing anything.*
- *Game selling platforms, such as “Steam”, tend to display too much information to the client in their home page.*
- *Gamers may end up losing interest in buying a product, resulting in the loss of a potential sale.*

Countermeasures:

- *Narrow game genres to client’s liking.*
- *Cross-reference player choice with popular titles.*
- *Display a smoother and simpler list of games the client may find interesting.*

Target:

The goal to be accomplished before the deadline is to implement a feature that will help guide the client choose a particular game he or she might like. The feature will present a series of relatively easy to answer questions about the client’s tastes in games and tailor a list of games that the player may purchase.

Check/Evaluate:

- *The success of the project may be determined from the usage of this feature. This will indicate whether it will be helpful or not.*
- *For implementation, we provide the client with the option of whether to use the feature or not. If the client chooses to use it, questions varying from genre to whether the title is on sale. Finally display a simple list of the first 10 games the user may like sorted from high to low price.*
- *Other than lack of usage, failure of the project may originate from its lack of necessity.*

Causes:

Problem: *Clientele that do not possess a predetermined desire to make a purchase need a way to facilitate the process to browse for a game they might find to their liking.*

Why?

- *The demand in the game industry is ever increasing and companies must meet this demand with a constant flux of products.*
- *This flux may be too difficult to organize for a particular user’s taste.*
- *People are too unique to have a standard line-up of products for all of them.*

Act/Standardize:

- *User data and feedback is crucial for the success of the project. If the feedback is reasonable, perhaps the feature could be more personalized to each user.*
- *Could further optimize the search by including specific characteristics of the games the user likes. Additionally, we could provide the user with sorting filters for their convenience.*
- *If the feature is successful, it may even help attract a larger clientele, i.e., monetary gains.*