5-7 Themes:

1. People who play videogames use many different consoles and launchers to play games, there is no clear main platform.
2. When choosing a new game to play many people tend to look for games based on reviews, videos of the gameplay, friend recommendations, and in the case of multiplayer games group agreement on a game.
3. Users prefer different kinds of games when they are in different moods, and the games seem to break into two main groups of games depending on mood, more competitive games and more relaxing games.
4. Users mostly play games at night and/or when they have time in their schedule—few people make specific time for games.
5. Many people prefer to play videogames with friends, and are flexible on what game to play depending on what their friends want to play.
6. Users play different games based on how much time they have available—they prefer games with short matches and piecemeal content when they have little time
7. Many users prefer to play a game to story completion in single player, or to play a game until they and their friends are bored of it in multiplayer

Wil’s List (add your own and Zach will narrow them down):

1. Users use different devices and launchers—software will have to allow for that
2. Users prefer different kinds of games when they play by themselves versus when they play with friends
3. Users prefer different kinds of games when they are in different moods—two main moods are competitive and relaxing
4. Users mostly play games at night and when they have time in their schedule—few people make specific time for games
5. Users play different games based on how much time they have available—they prefer games with short matches and piecemeal content when they have little time
6. In multiplayer settings, users prefer games with more players
7. In multiplayer settings, users prefer games their friends own
8. Many users prefer to play a game to story completion in single player, or to play a game until they and their friends are bored of it in multiplayer
9. Many users prefer playing videogames with friends over single player games, or playing multiplayer games solo.
10. Users look for new games to play when they are suffering from burnout.
11. Users rarely search for new games they don’t own or are already anticipating when facing burnout with their current games.