

# Understanding Design Choices in the Video Game Industry



## Advanced Seminar on Information Systems and Digital Technology - Summer term 2019

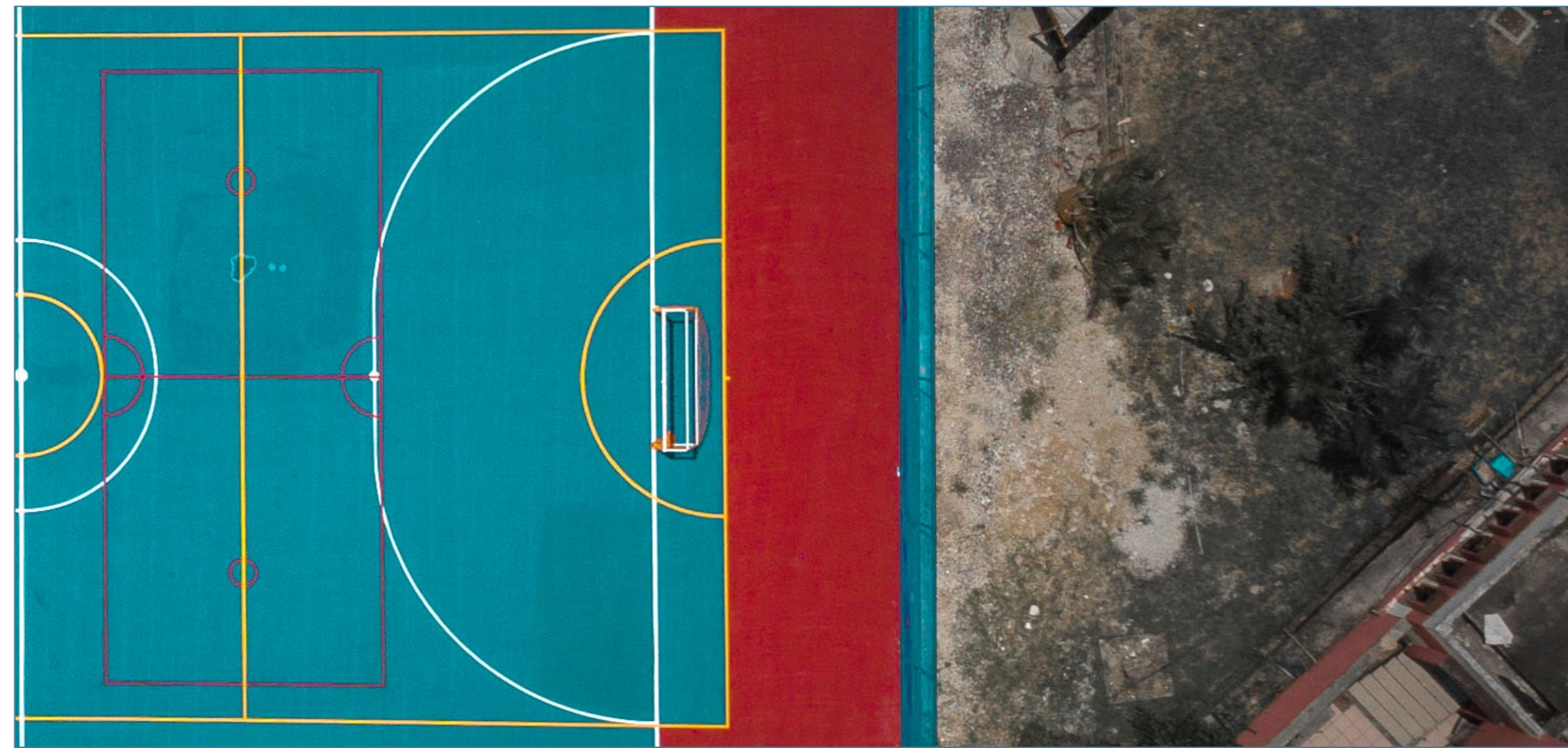
### Why care about games?

Many games are released annually, estimating the game industry to be worth 138 billion USD by end of 2018 (Wijman, 2018).

However, only few titles establish continuous excitement and engagement amongst their gamers with revenue of 6 billion USD as the example of Grand Theft Auto V shows (Batchelor, 2018).

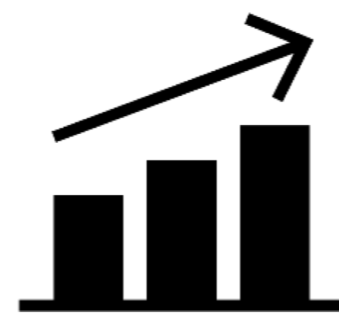
As one in three people play games (SuperData, 2018), we need to understand factors for continuous engagement.

Understanding these mechanisms helps building games for continuous engagement and long-lasting impact.



### Challenge: the positive and negative effects of game changes

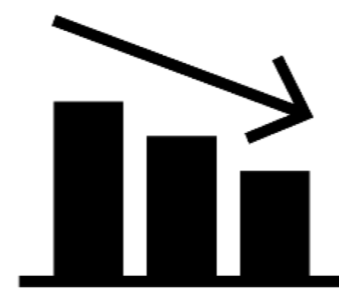
#### Positive effects:



Continues game changes helped MOBA (Multiplayer Online Battle Arena) games to gather a **large** esports **community** with up to 141m \$ prize money awarded to professional gamers.

As a result of its **growing community**, DOTA 2 had a **revenue of \$406m** through **in-game sales** in 2017.

#### Negative effects:



Discussion about in-game content in Star Wars Battlefront 2 lead to **670k downvotes** of a reddit response.

World of Warcraft – Warlords of Draenor expansion pack results in **loss of 10 million subscribers**.

### Objective:



In this seminar, students will learn to **plan and conduct their own research project**. The projects will **use secondary data** in order to answer their developed research questions.

Given the explosion of information in today's society, the ability to **extract, transform and analyze data** from secondary data sources is an **important business skill** in our knowledge society.

### Topics:



- Development of a taxonomy for design choices in games
- Development of a taxonomy for design justifications in games
- Development of a process model for design sequences in games

