Marketing Research Worksheet

For DD102: Critical Game Design I

This worksheet will help you find some key data and critical insights into the gaming industry for your specific game.

# Brainstorming

## What is your game? What is your market? What industry do you belong in?

Briefly summarize your game, think about what market you’re focused on (card games, video games, digital mobile games and so on). It helps to have as much of this knowledge written down as possible, that way when you’re looking for market information, you can easily find it.

# What Databases are relevant to your research?

Write down a list of all the databases you intend to search. Do you know which databases contain key pieces of information that you need to know. For example, where would you go for a market share? Or where can you find consumer demographic information?

|  |  |  |
| --- | --- | --- |
| **Database** | **Content** | **Notes** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# Can you find…?

Use this next section to see if you can find some of the key pieces of information you need when doing market research. Don’t forget to provide citations for all the information you find – this is especially helpful when you’re using this information in your assignment and creating your bibliography.

## Market Share

What kind of market share is available? How will this benefit you?

## Leading Companies

Can you find the names of the leading companies in this category?

## Barriers to Entry for your market/Industry

Can you find any barriers to entry for your industry? What are they? How might they impact what you want to do with your game?

## Consumer Information

Who is your demographic? What do you know about them? What can you find out about them?

## Marketing Trends

Are there any marketing trends in your industry? What are they? How might they impact your game?

## Environmental Analysis

This includes gaps in your market, external factors that might impact your industry/company/game, and anything else you haven’t captured in your research.

## Article Research

A key part of business research is looking into your industry / company / game / consumers and so on through a variety of articles. Do some research using key business article databases, make note of citations below and any annotations you think would be helpful in writing your Market and Critical Research Paper.