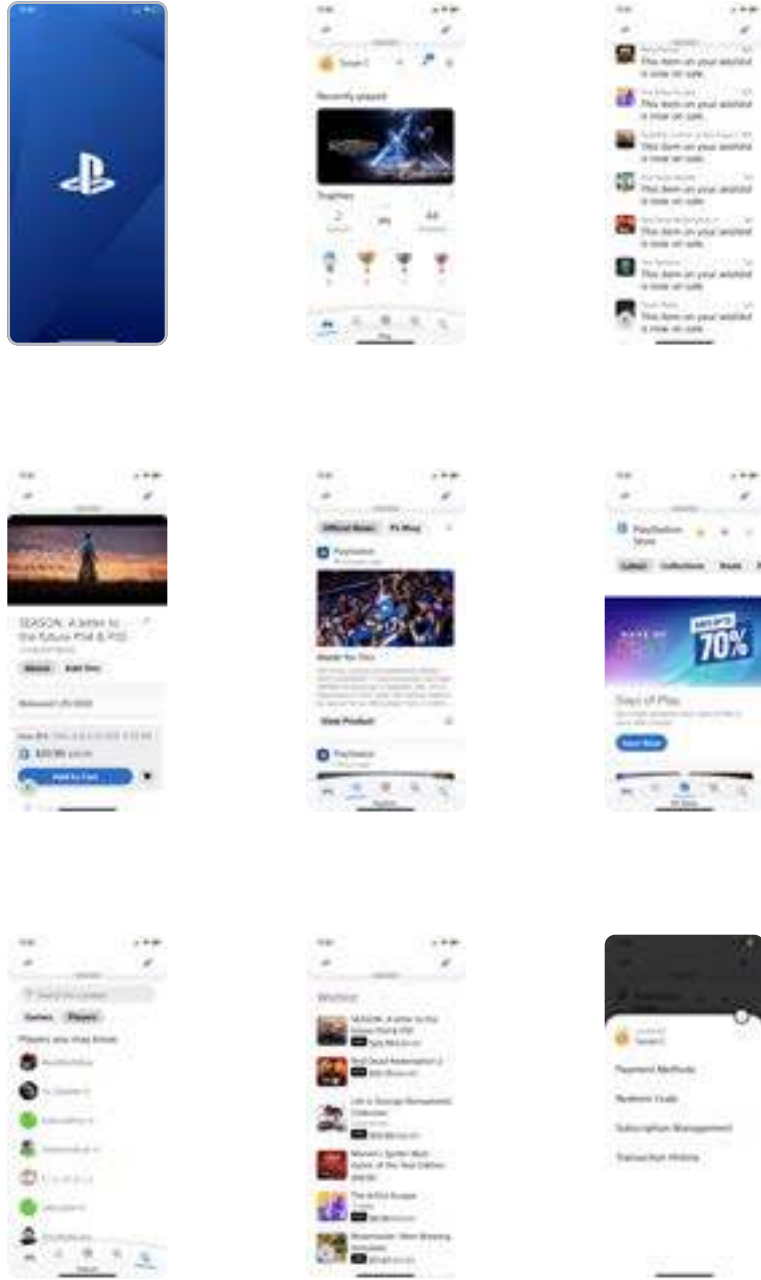
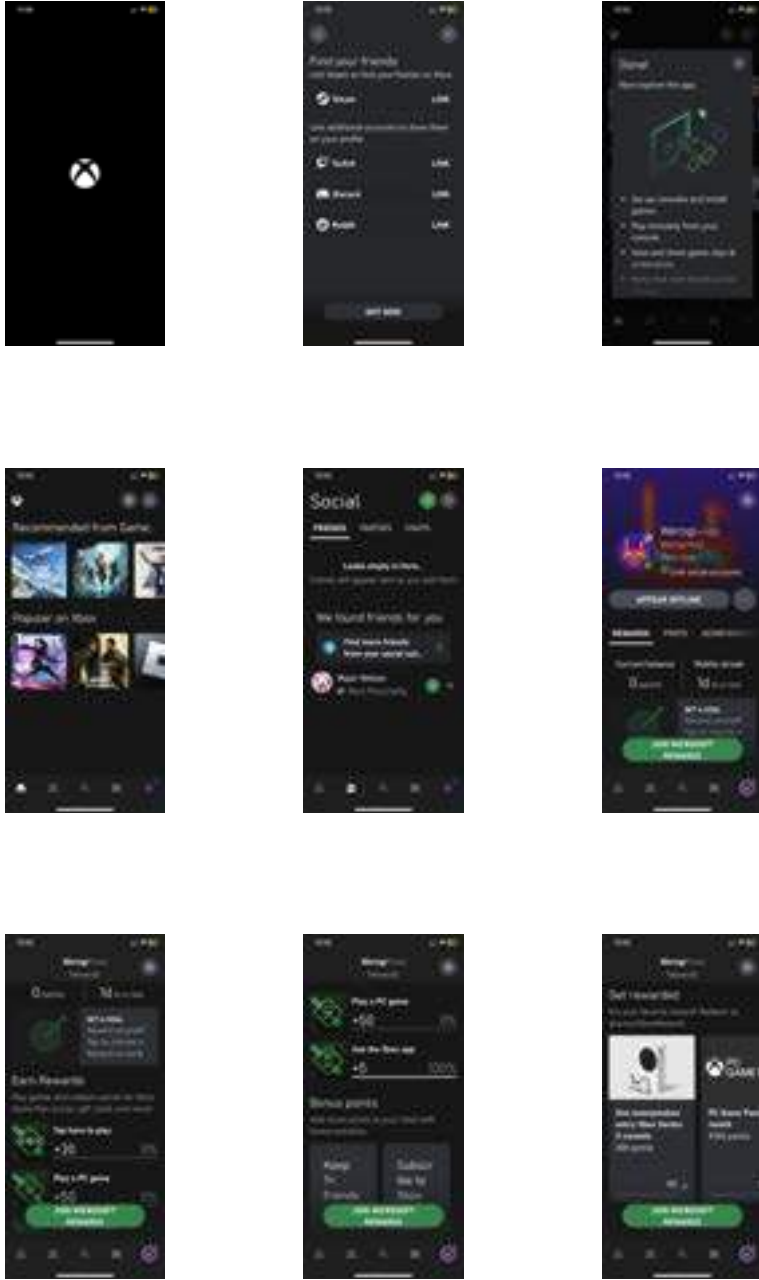
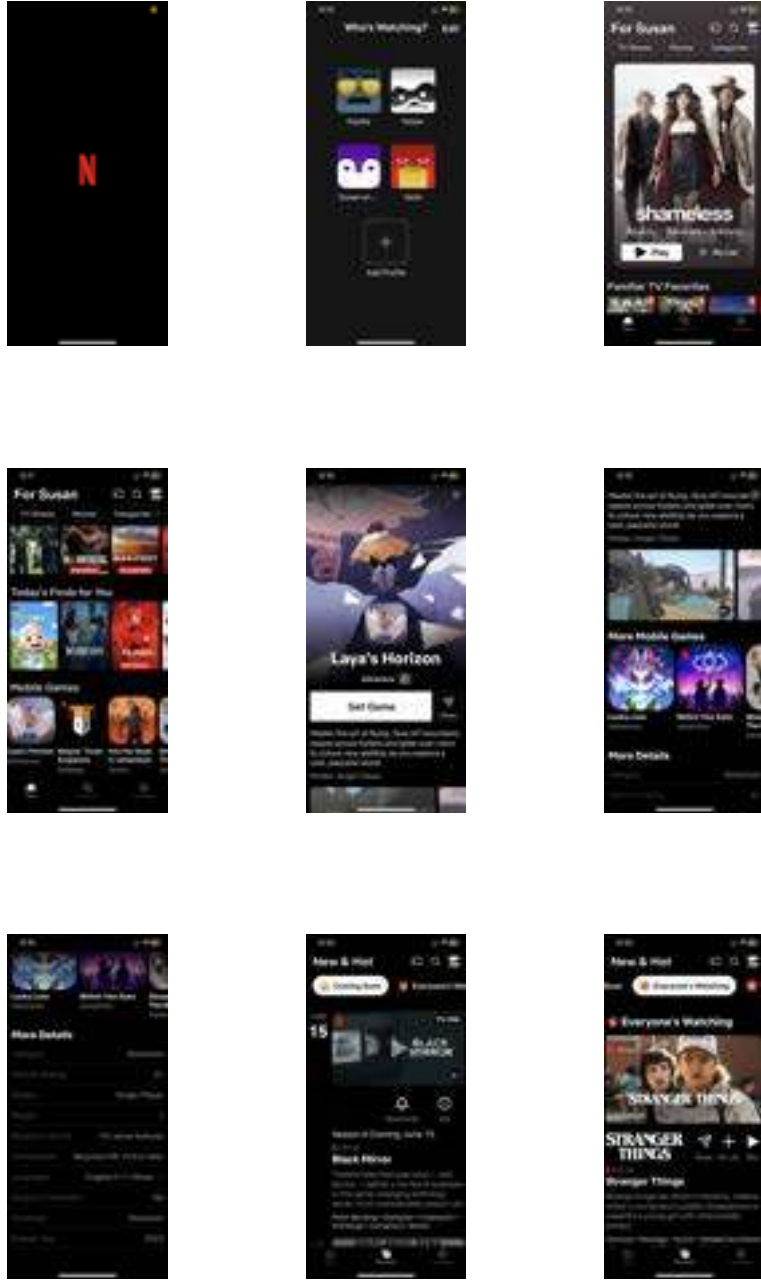
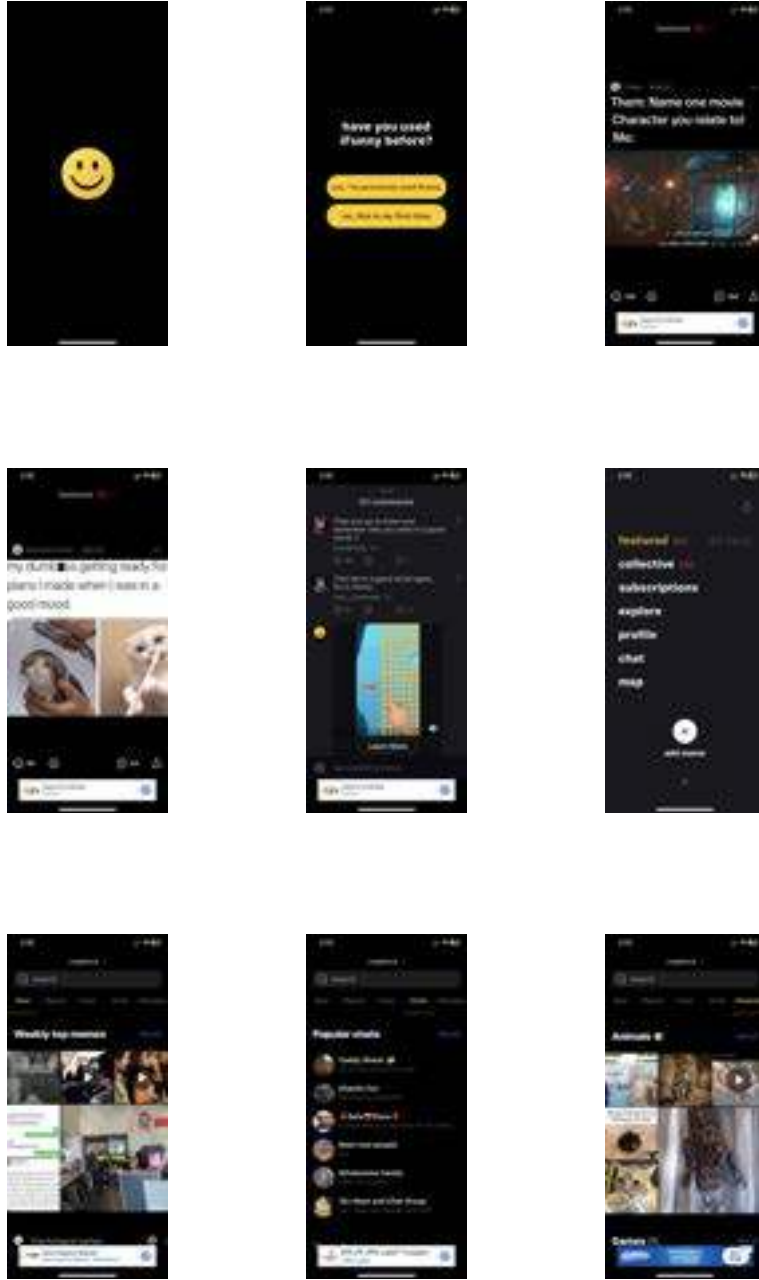


	PlayStation	Microsoft Xbox	Netflix	iFunny
Screenshots				
Company				
“Personality” of app	A serious gamer who wants to track their stats and trophies	An anti-social young man who sits in the dark and play games all day	A pop culture obsessed fan who has low attention span	A teenager with broad humor
Target market	Men aged 17 to 40 years old	Mainly teenagers and adults from around 20 to 45 years of age.	Teenagers, young adults, and low to middle-income families	76.84% male and 23.16% female. The largest age group of visitors are 18 - 24 year olds (Desktop)
Pricing /month	\$9.99/mo for PS Plus Essential	\$9.99/mo for Game Pass Console	\$9.99/mo for Basic	Free for basic account
Strengths	<ul style="list-style-type: none"> Integration between app and console Easy to connect with friends Easy integration between Wishlist and Store/Purchase 	<ul style="list-style-type: none"> Integration between app and console Bonus material like “from the developers” for game titles Easy integration between Wishlist and Store/Purchase 	<ul style="list-style-type: none"> Easy integration between app and TV screens Feels very exploratory for fun outlets (shows, movies, games) “New & Hot” bottom nav helps focus on smaller lists of content 	<ul style="list-style-type: none"> Consistent branding (e.g., no capitalizations in login or menu, etc.) Simple filters for sorting humor content Social features
Weaknesses	<ul style="list-style-type: none"> Have to create acct on desktop first Ambiguous meaning of icons and very tiny/hard to read Personality of app may discourage casual gamers 	<ul style="list-style-type: none"> VERY long onboarding process Personality of app does not feel inclusive to all gamers Confusing IA - multiple tabs on each page 	<ul style="list-style-type: none"> Content is crammed onto each page with poor spacing Overwhelming presentation of options Access to games requires leaving app to go to App Store 	<ul style="list-style-type: none"> App had controversial far-right problem with users Heavy ad experience
Notes				
Nintendo Switch: \$3.99/mo for membership	<ul style="list-style-type: none"> Icons in bottom nav are also not labeled Has News and Blog tab/pages 	<ul style="list-style-type: none"> “Lifestyle gamers tend to be antisocial and thus try and build relationships online for which Xbox provides features such as online chat” Has reward/point system built into app but none of the tasks are very fun 	<ul style="list-style-type: none"> Mobile game feature feels like a clunky add-on/afterthought Despite different search and filter option, UI is crammed with options which may lead to decision fatigue 	<ul style="list-style-type: none"> App feels like it was flimsily designed which made me question if it’s dangerous (e.g., stealing data, privacy concerns, etc.) Narrow user base as humor and design doesn’t feel inclusive