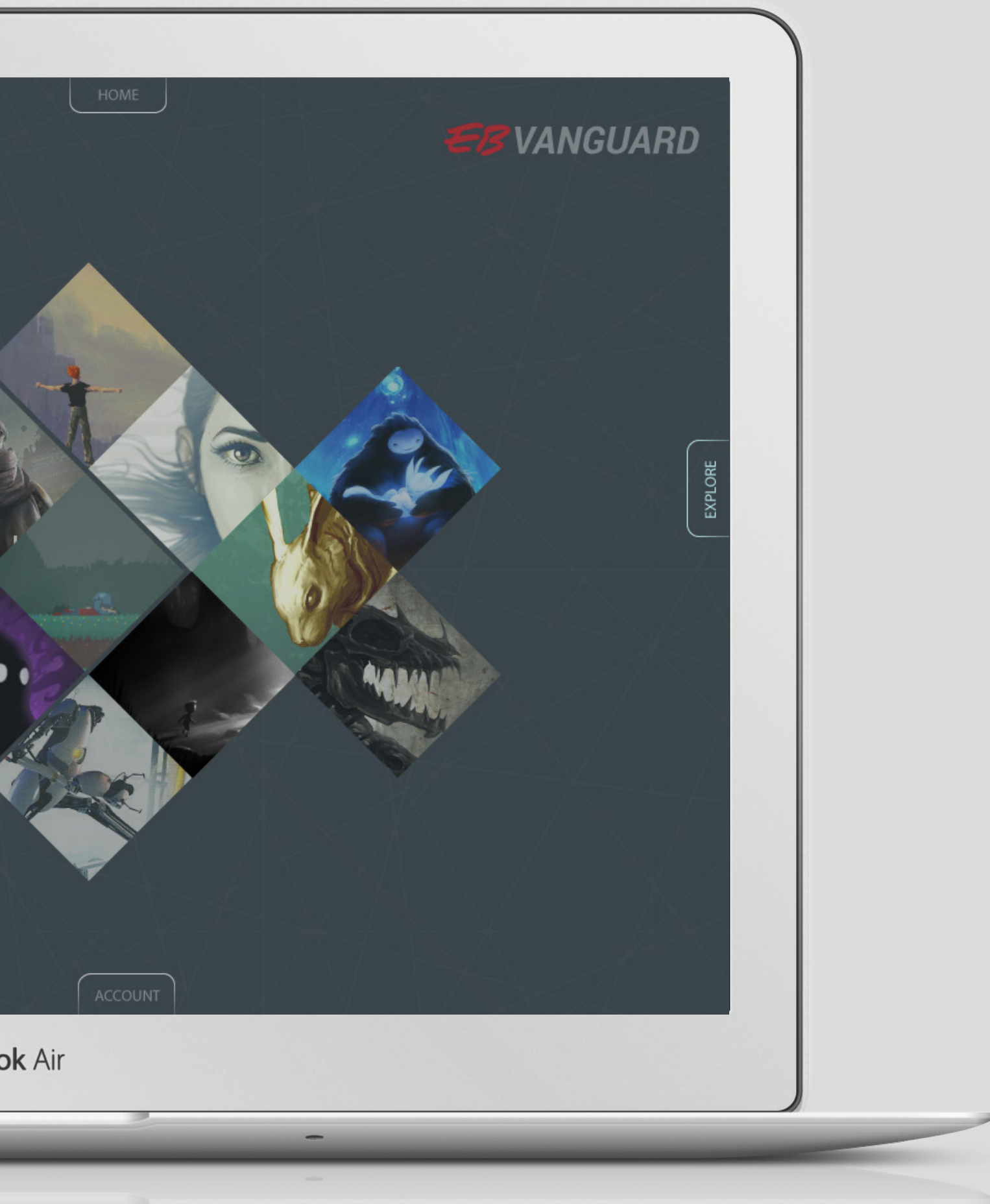




# *EB* VANGUARD

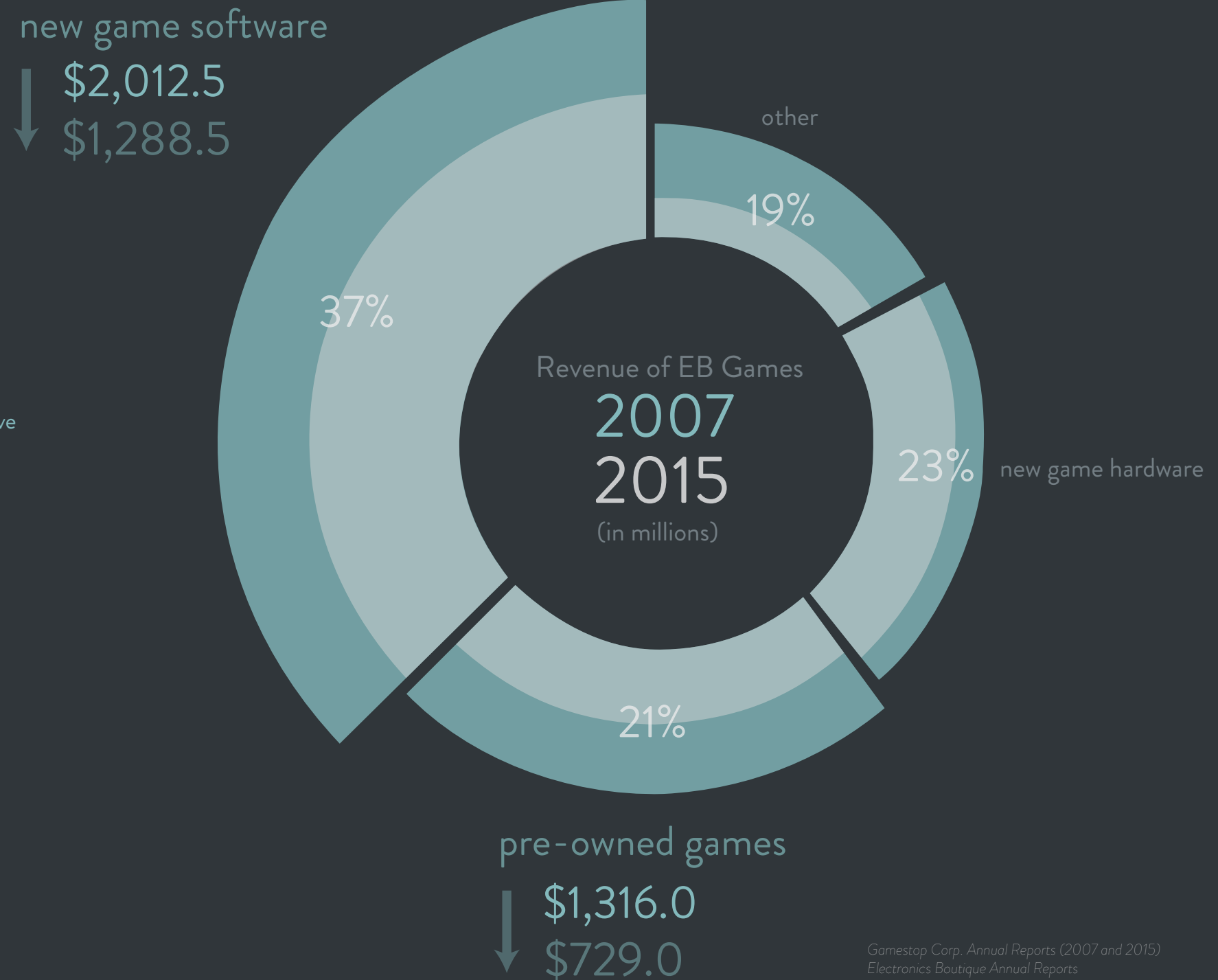
Sherry Eshine Amanda Mike Nicholas



Vanguard is a multiplatform subscription rental service, designed for existing EB Games customers, to increase the accessibility and affordability of gaming purchases by reducing the financial commitment of game and console purchases and providing flexible service options.

## Business Problem

Digital distribution platforms and E-commerce have decreased EB Games' market-share of new game sales, and reduced the demand of physical media traditionally leveraged by EB games through used game purchases and trade-ins.



# Insights

Convenience of downloads and shipping purchases  
Access to more games at a reasonable price  
Connecting over gaming preferences with friends

## CUSTOMER VALUE

Direct sales on new and used games,  
consoles and peripherals while also  
accepting trade-ins as currency.

## EB GAMES CURRENT MODEL

Leveraging their large existing inventory  
and infrastructure to offer more  
affordable access to gaming products.

## EB GAMES OPPORTUNITY



## Opening

Foster an ongoing customer relationship through an accessible service experience.

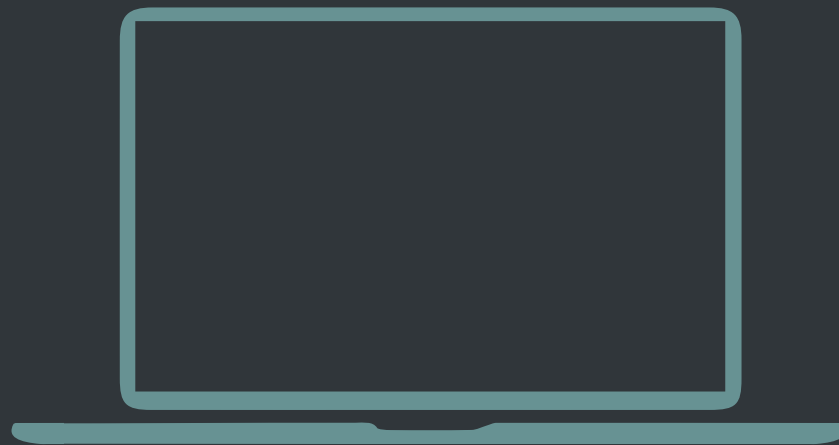


# Multi -Channels

Making our service available across multiple channels gives customers the convenience to rent or browse games at home (website), on the go (mobile), or while playing games (console).



mobile



web



console



# Target Audience

Millennial Gamers  
PRIMARY

Age: 25-34  
Experienced gamers  
Financially independent

## MOTIVATIONS

Getting more value for their  
Desire convenience and flexibility  
in game choices

Guardians  
SECONDARY

Age: 34 - 50  
Plays cell phone games casually  
Financially responsible, video games  
are a privilege, not a necessity.

## MOTIVATIONS

Prevent their children from exposure  
to inappropriate content

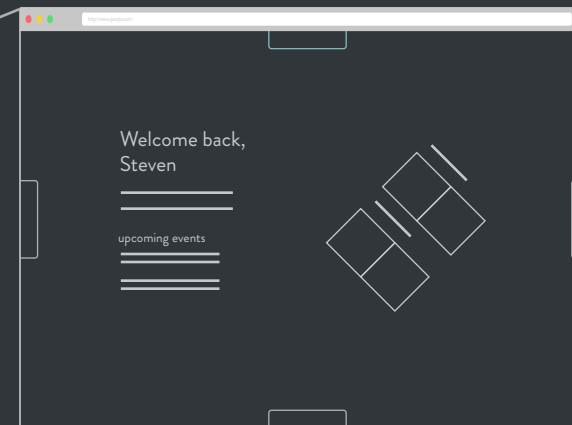
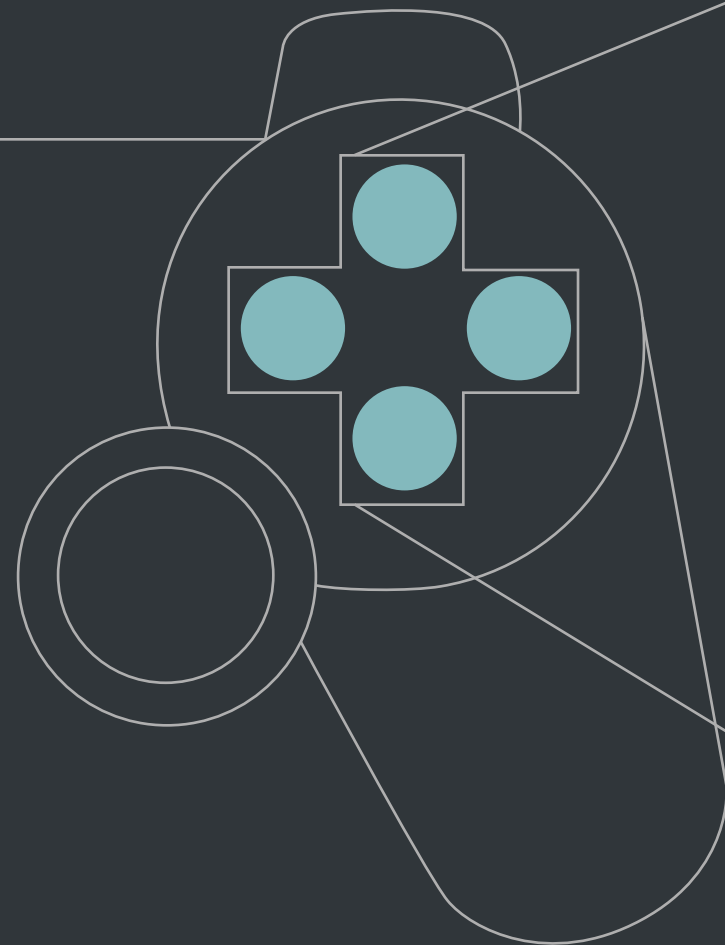
Adolescent  
SECONDARY

Age: < 18  
Have more free time to play games.  
Make their purchase decisions based  
on what their friends are playing

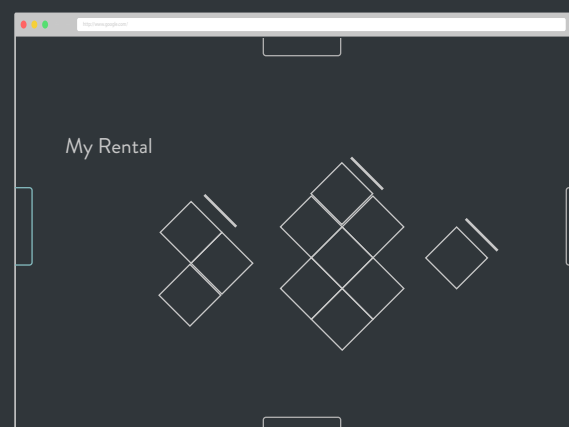
## MOTIVATIONS

Memorable social experience  
Value trend among their friends

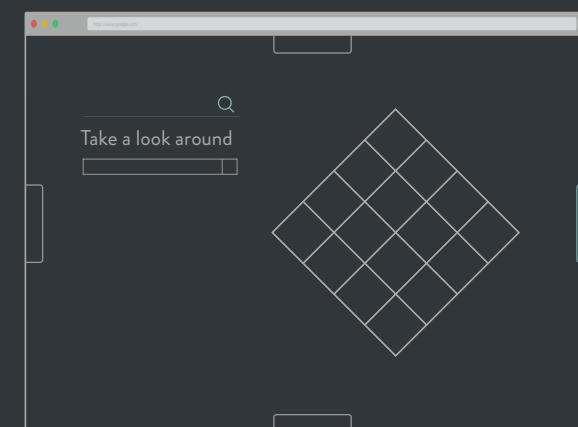
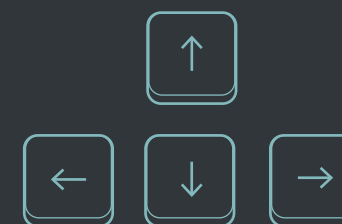
# Transformational Metaphor



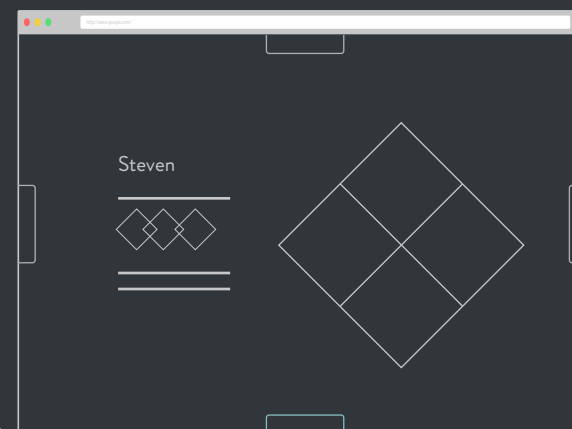
HOME



MY RENTALS



EXPLORE

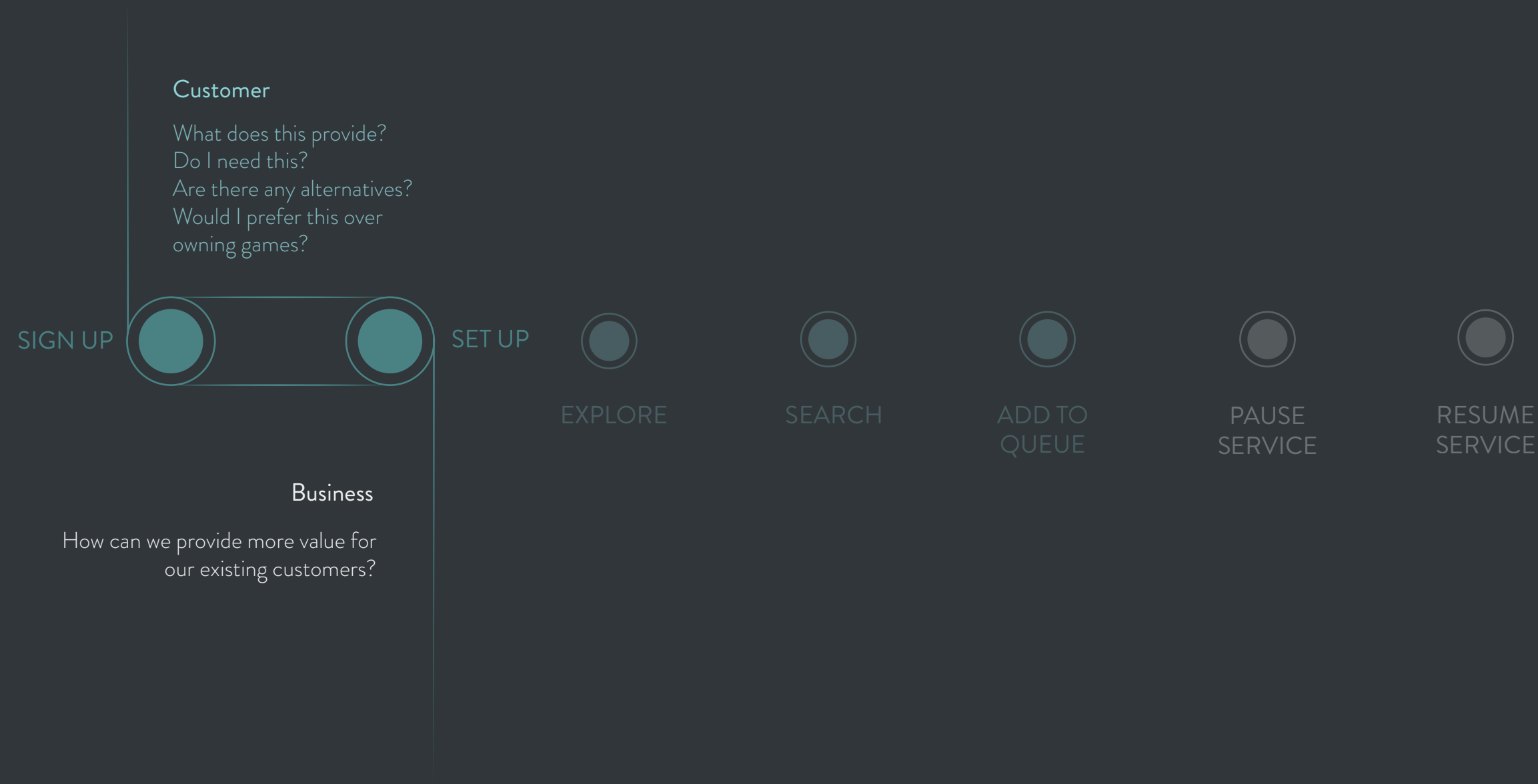


ACCOUNT



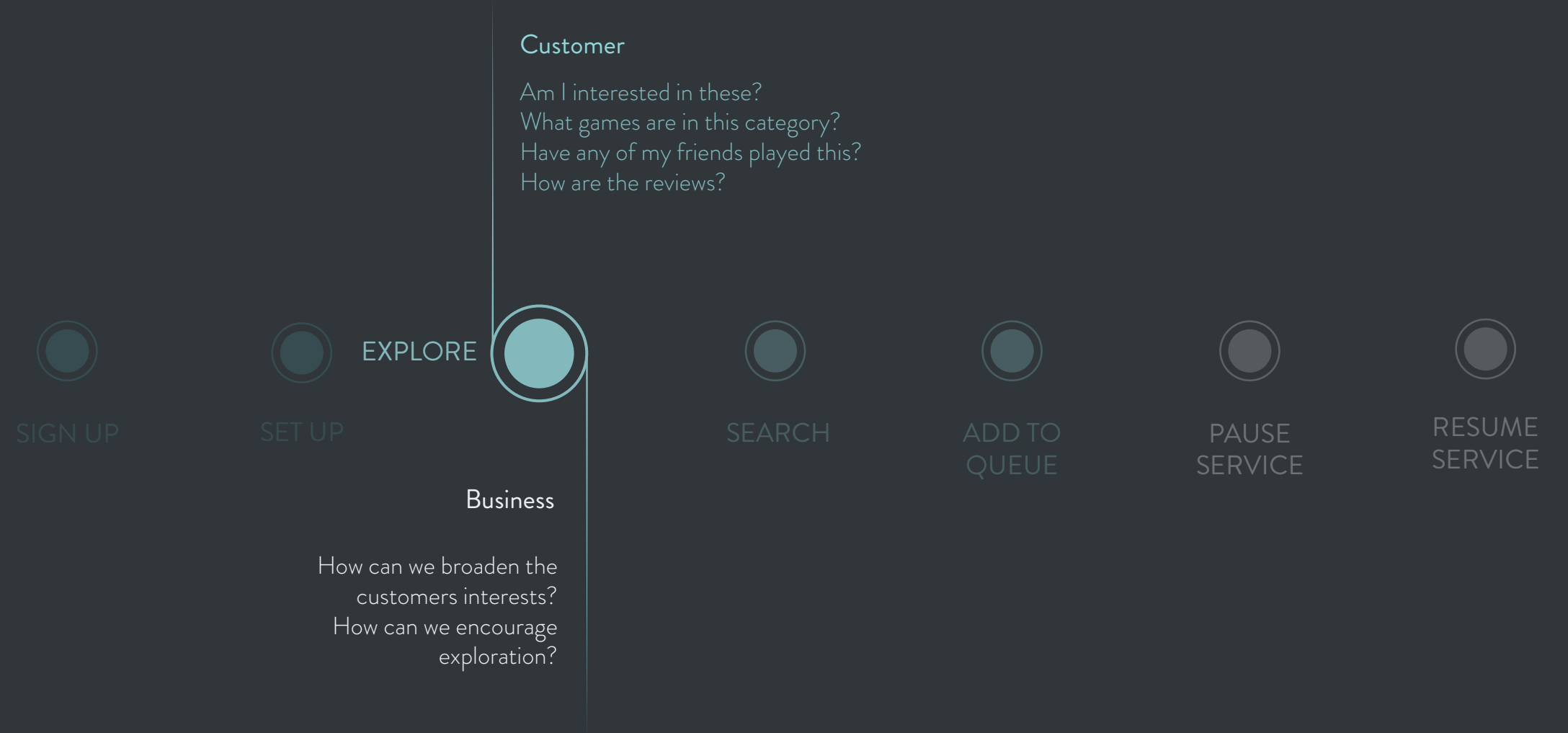
# Journey Framework

- PRE-SERVICE
- SERVICE
- POST-SERVICE



# Journey Framework

- PRE-SERVICE
- SERVICE
- POST-SERVICE



# EXPLORE

## Customer

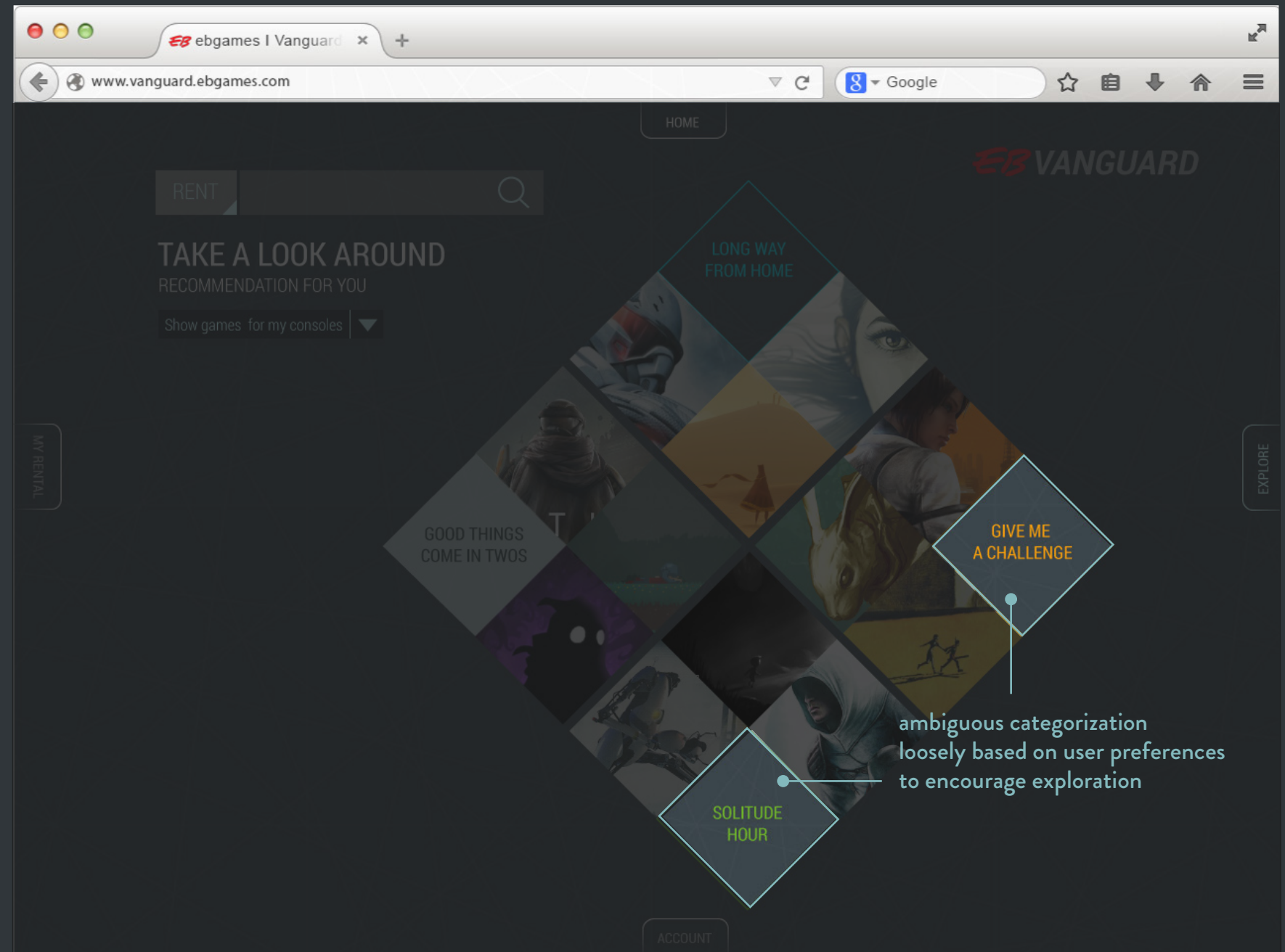
Am I interested in these?

What games are in this category?

## Business

How can we broaden the customers interests?

How can we encourage exploration?



# Journey Framework

- PRE-SERVICE
- SERVICE
- POST-SERVICE



SIGN UP



SET UP



EXPLORE

SEARCH



## Customer

Is there a way I can search for games for specific consoles?  
Do I have to know the title of the game I'm looking for?  
Which of my friends are playing?  
Which location is it available at?

## Business

How can we make the search function more personalized to our customers?



ADD TO  
QUEUE



PAUSE  
SERVICE



RESUME  
SERVICE



### Customer

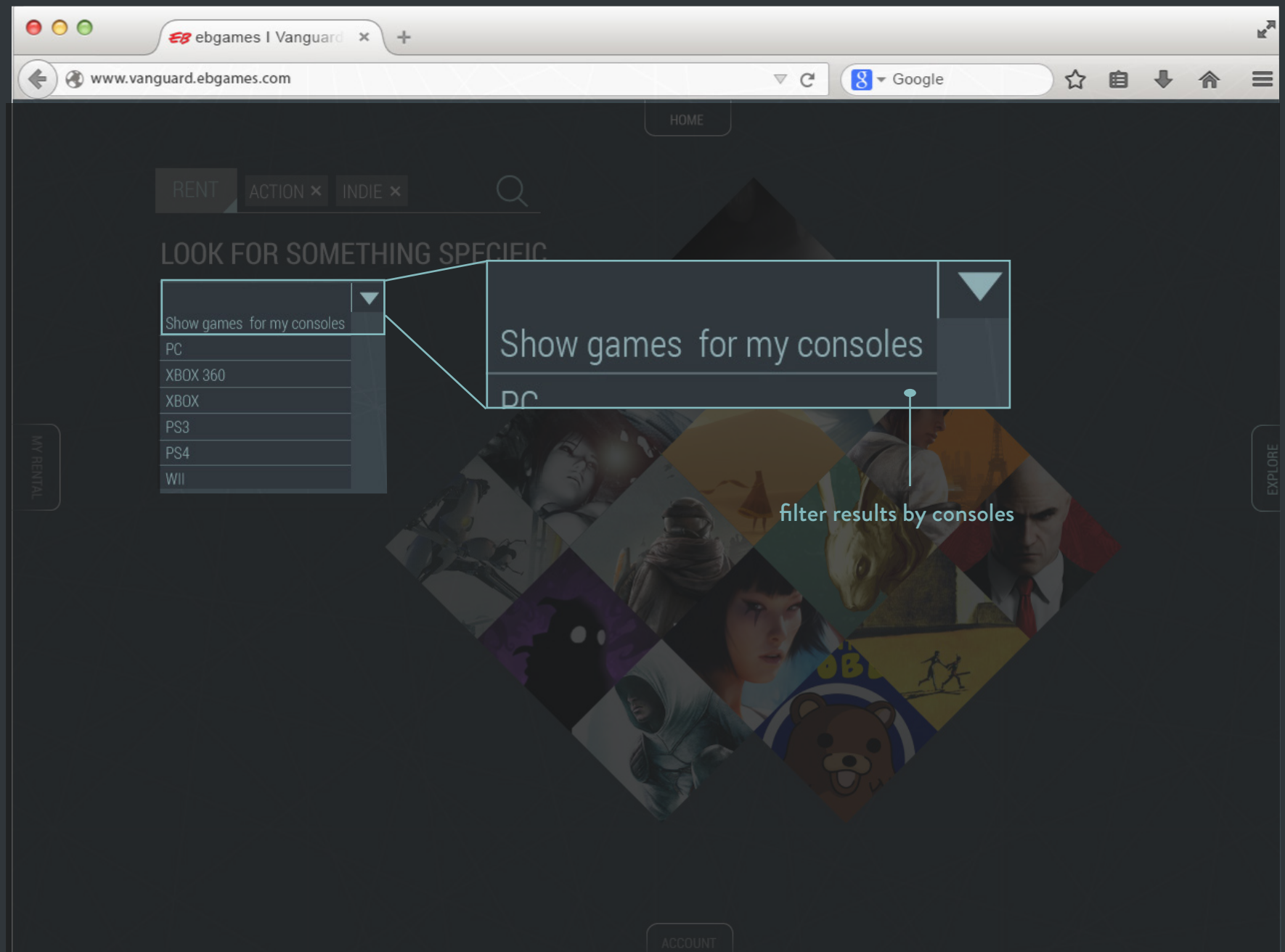
Is there a way I can search for games for specific consoles?

Do I have to know the title of the game I'm looking for?

Which of my friends are playing?  
Which location is it available at?

### Business

How can we make the search function more personalized to our customers?



# SEARCH

## Customer

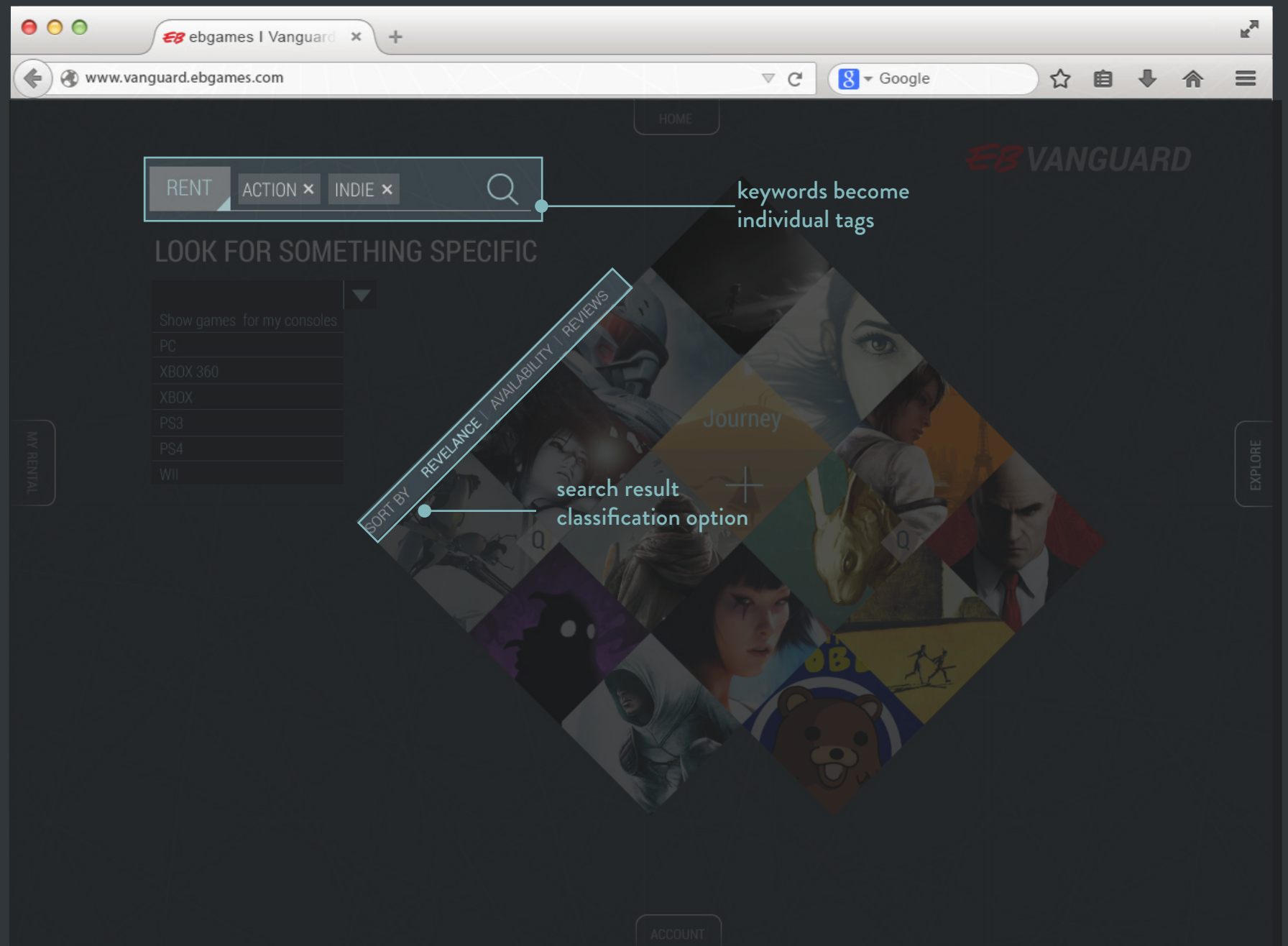
Is there a way I can search for games for specific consoles?

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Which of my friends are playing?  
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## Business

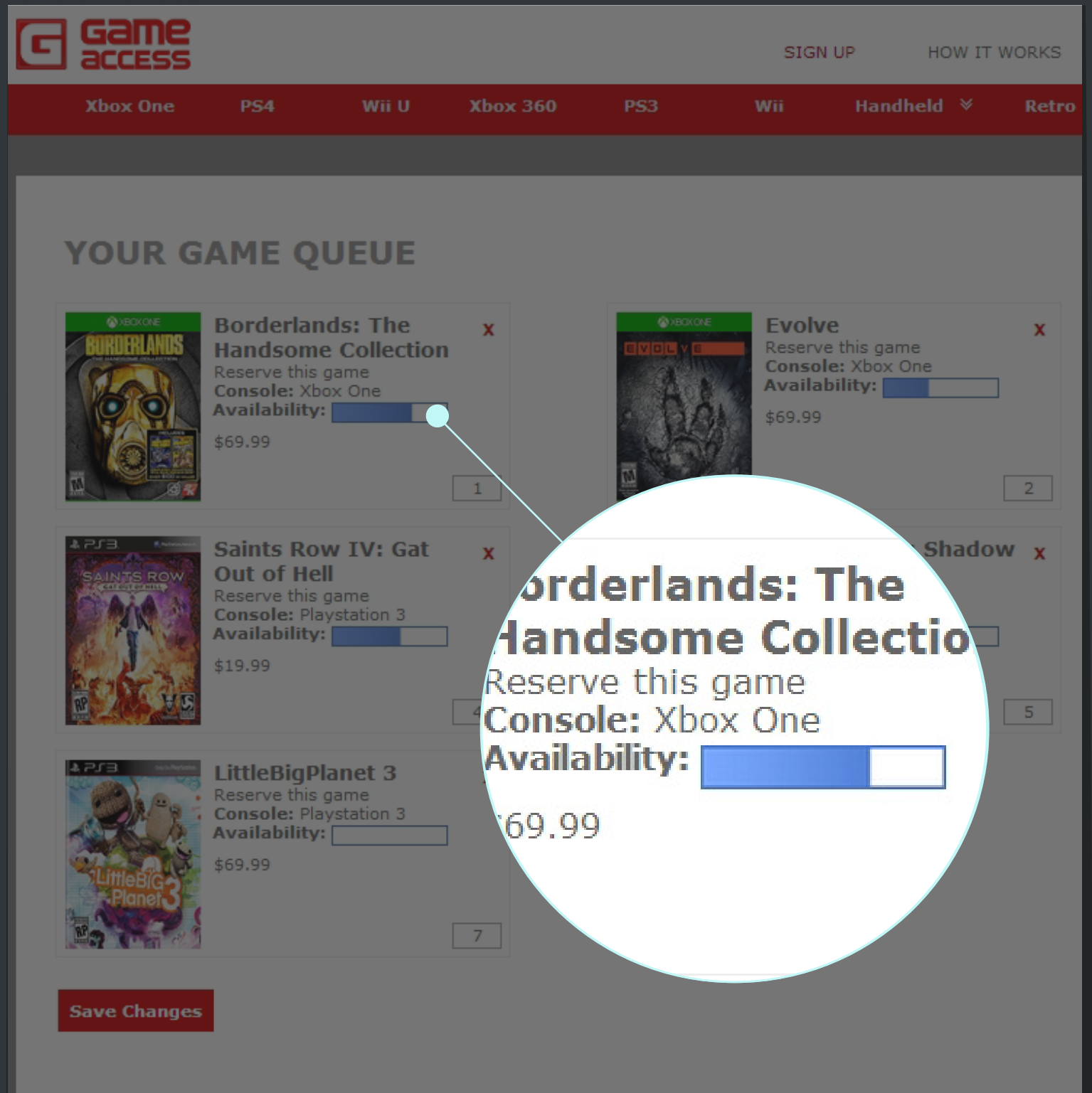
How can we make the search function more personalized to our customers?





## customer frustrations (with existing game rental services)

- Availability is ambiguous
- Lack of feedback after adding to queue
- Canceling service is inconvenient







## Customer

Is there a way I can search for games for specific consoles?

Do I have to know the title of the game I'm looking for?

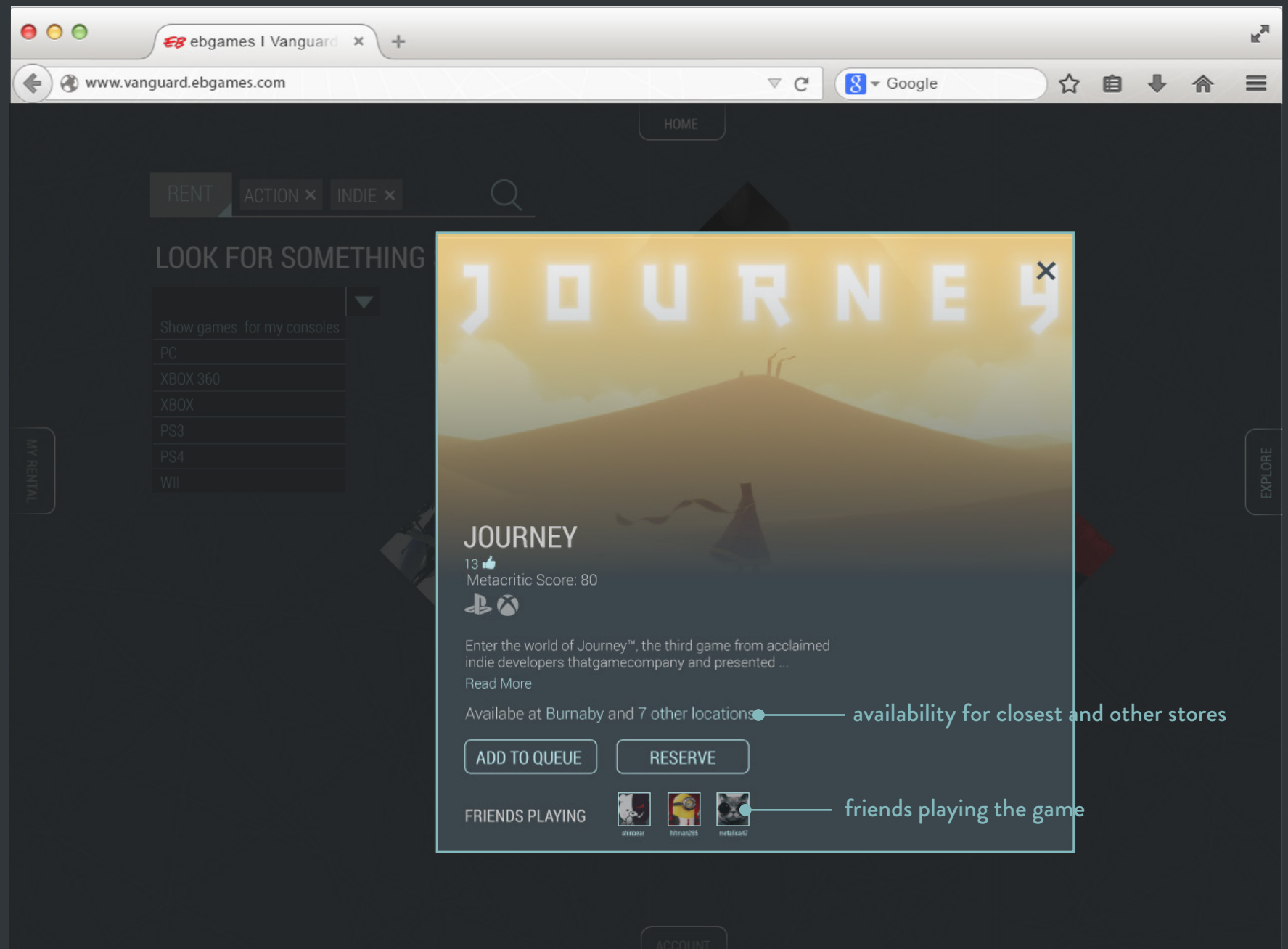
Which of my friends are playing?  
Which location is it available at?

## Business

How can we make the search function more personalized to our customers?

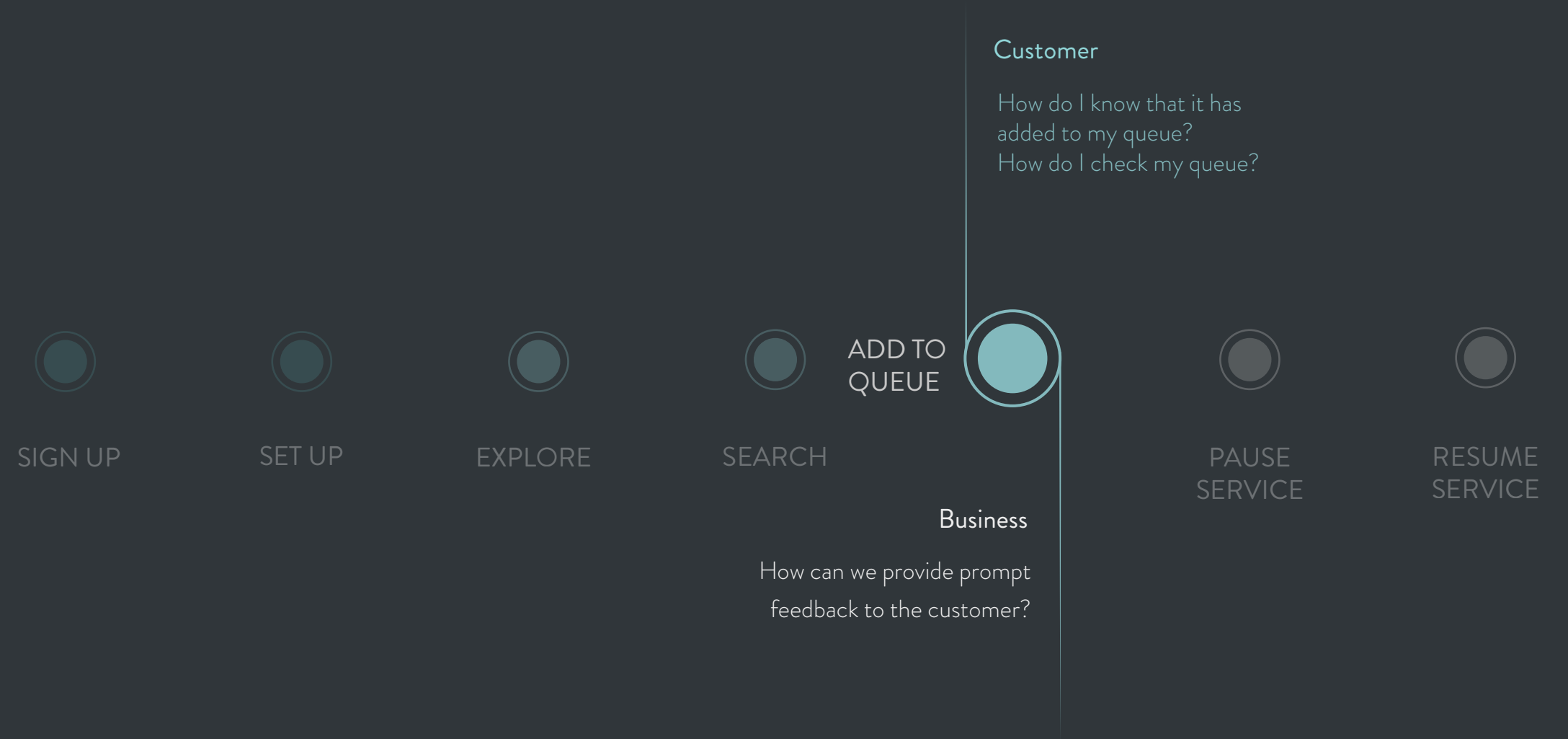
Friction addressed:

Availability is ambiguous



# Journey Framework

- PRE-SERVICE
- SERVICE
- POST-SERVICE



# ADD TO QUEUE

## Customer

How do I know that it  
added to my queue?

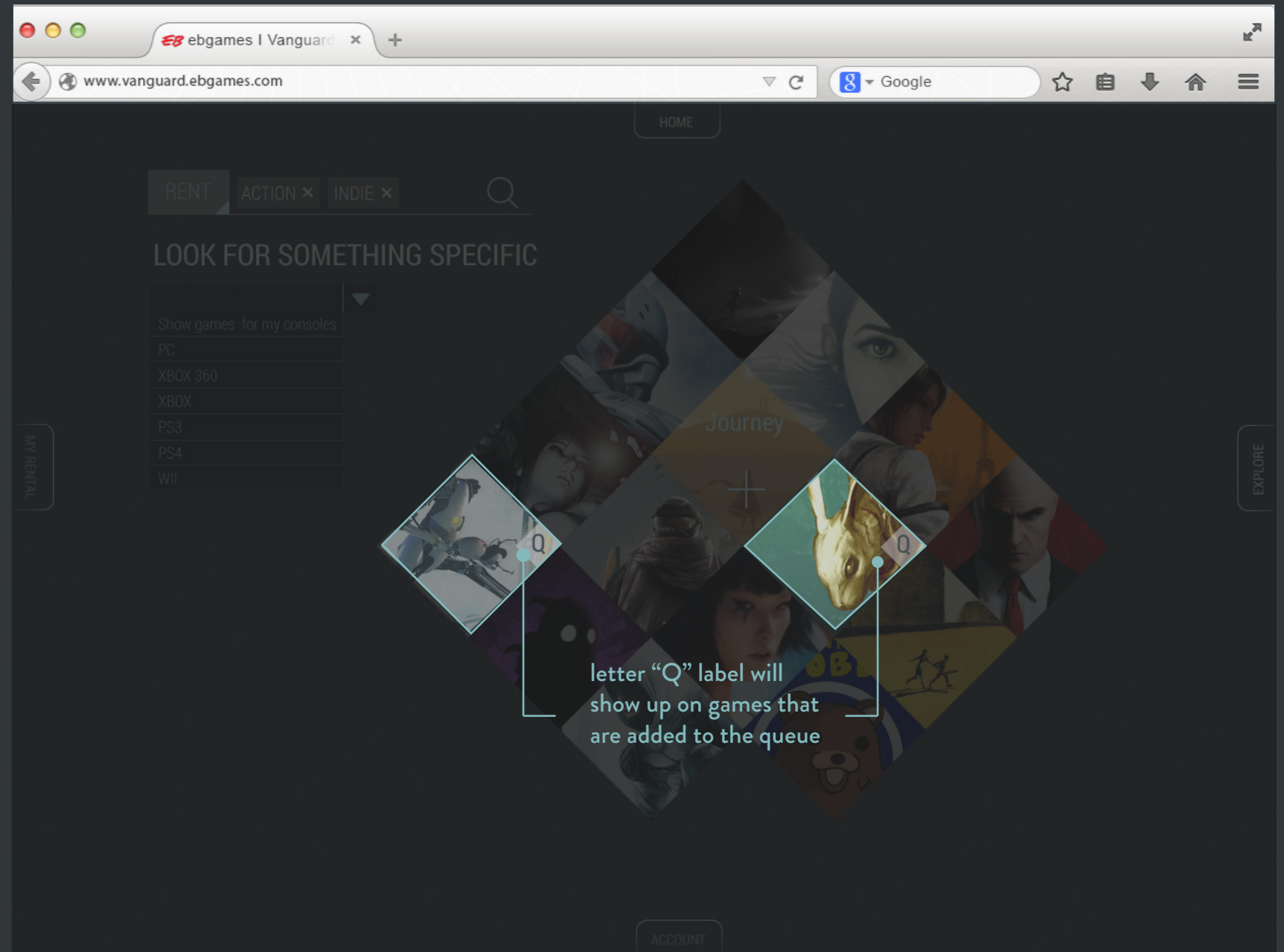
How do I check my queue?

## Business

How can we provide prompt  
feedback to the customer?

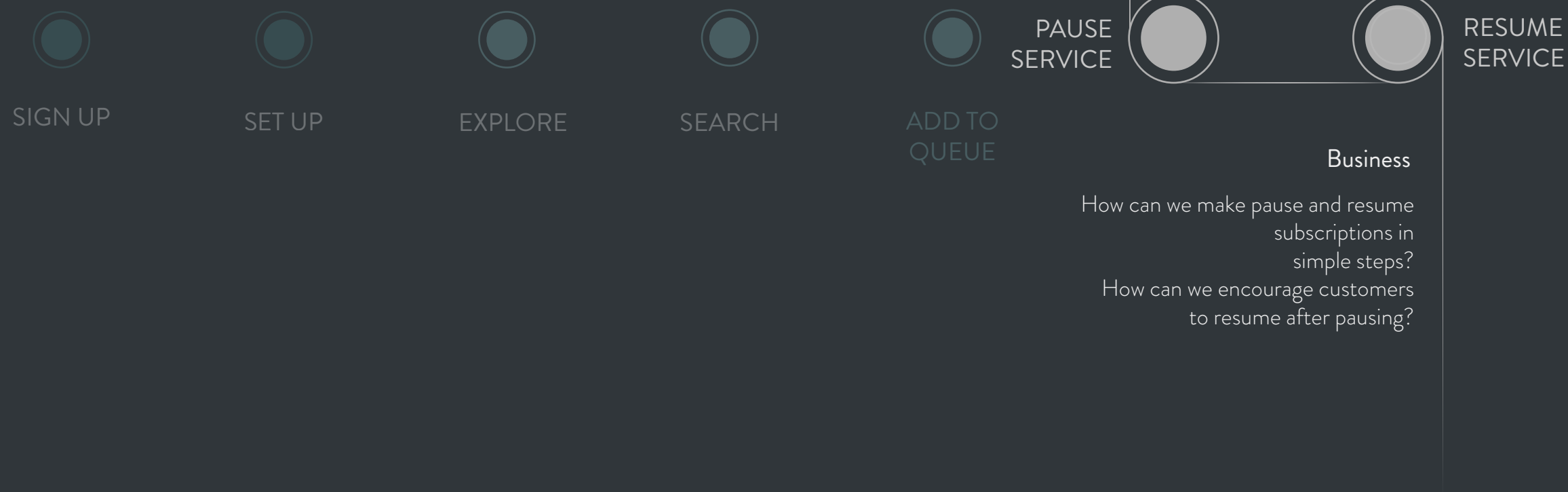
Friction addressed

Lack of feedback after adding to queue



# Journey Framework

- PRE-SERVICE
- SERVICE
- POST-SERVICE



# PAUSE SERVICE

## Customer

### How can I stop my subscription?

Will I be able to return without making a new account?

Do I need to re-enter all my information?

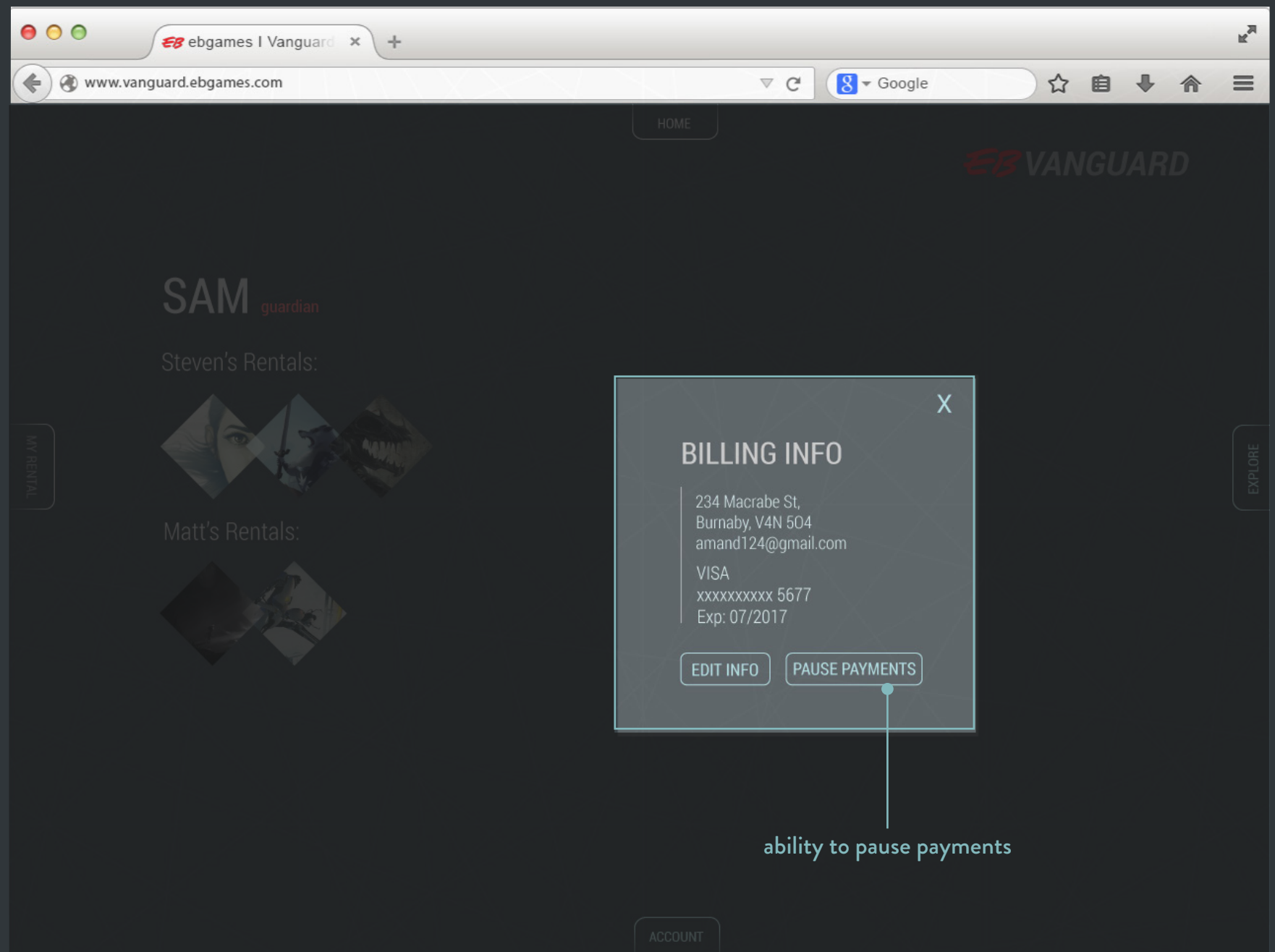
## Business

### How can we make pause and resume subscriptions in simple steps?

How can we encourage customers to resume after pausing?

Friction addressed

Canceling service is inconvenient



# RESUME SERVICE

## Customer

How can I stop my subscription?

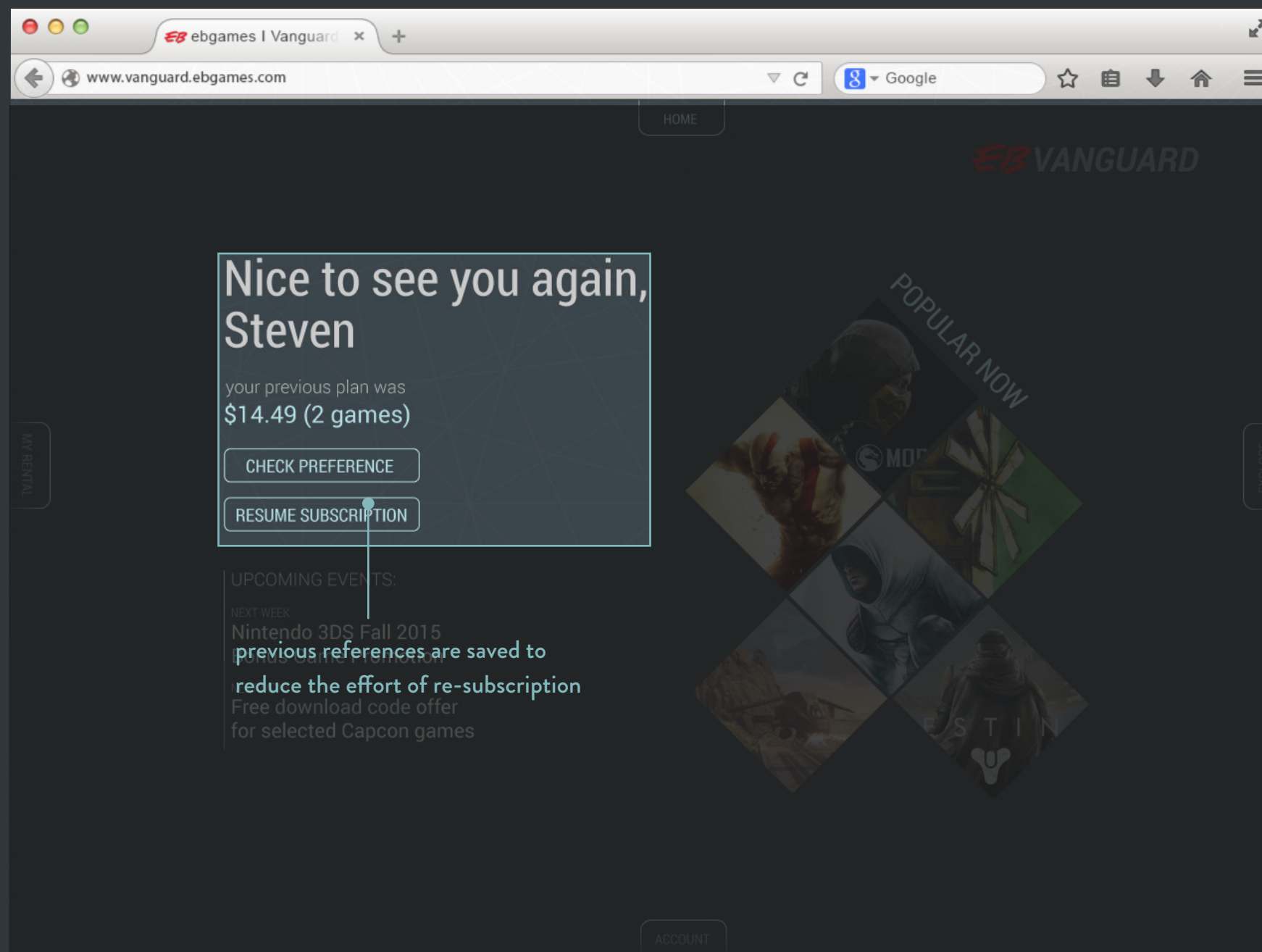
Will I be able to return without making a new account?

Do I need to re-enter all my information?

## Business

How can we make pause and resume subscriptions in simple steps?

How can we encourage customers to resume after pausing?





# RESUME SERVICE

## Customer

How can I stop my subscription?

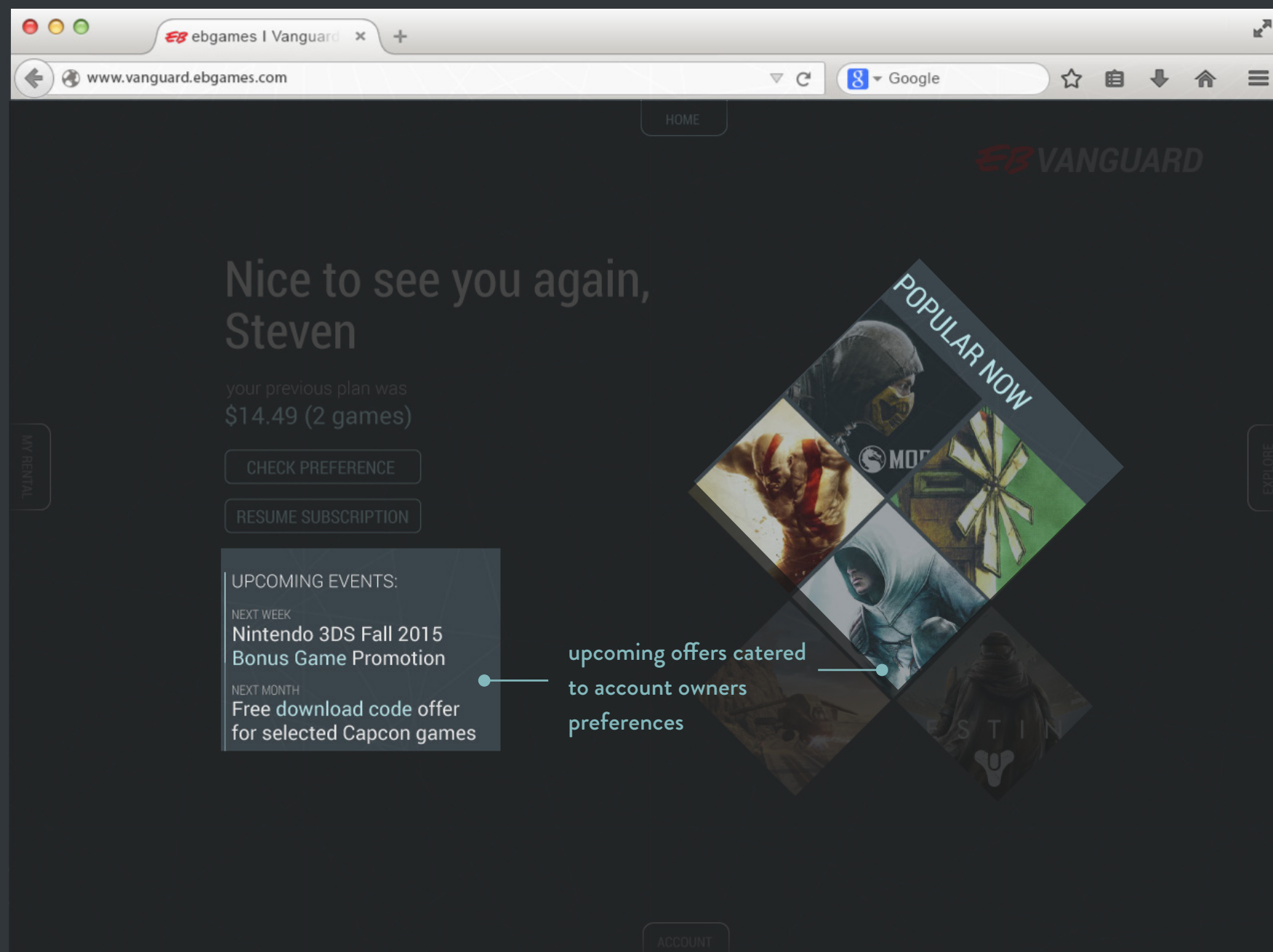
Will I be able to return without making a new account?

Do I need to re-enter all my information?

## Business

How can we make pause and resume subscriptions in simple steps?

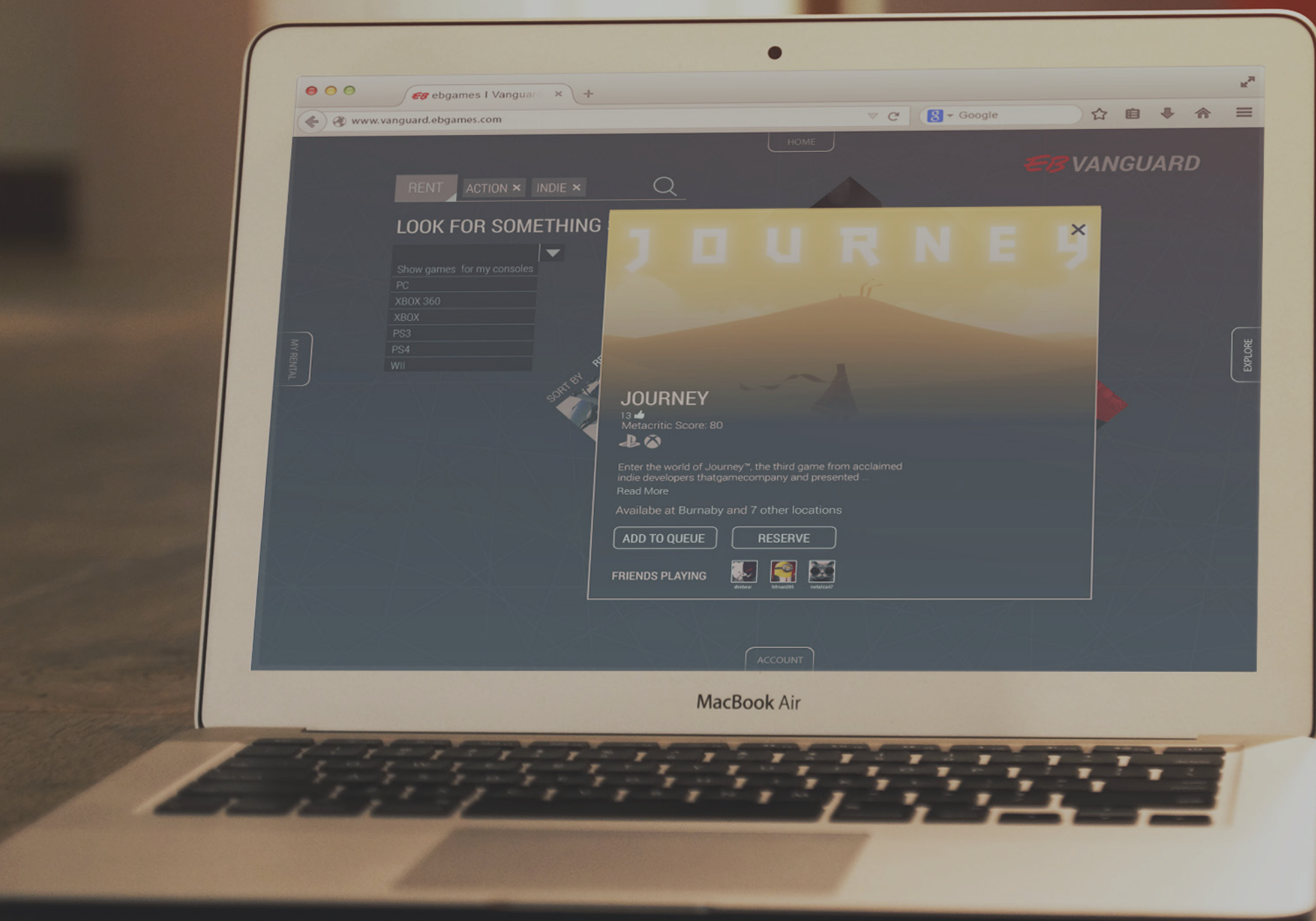
**How can we encourage customers to resume after pausing?**





# Values

CUSTOMER VALUE	BUSINESS VALUE
<b>Lowering Financial Commitment</b> Lowering the cognitive overhead of large purchases by renting multiple games for a monthly fee	<b>Cultivating Ongoing Relationships</b> Maintaining consistent revenue streams, by converting from a product purchase to a service model
<b>Increasing Engagement</b> Increasing exploration of previously unknown titles and genres	<b>Efficient Data Analysis</b> Data on customer preference and info for future reference
<b>Enhancing Accessibility</b> Increasing access to whole inventory of games, consoles and peripherals	<b>Leveraging Existing Strengths</b> Generating additional revenue by leveraging existing inventory and channels



## Measurability

Monitor subscriptions  
Change in revenue after implementation



## References

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