

LightFull Foods

CaseISM.com



LightFull Foods

CaseISM.com



Mark-it



``You make it, We mark-it``

CaseISM.com

Wii Viision



- Opens up 270 degrees
- Put yourself into the game
- Good motion detection
- Cost cheaper compared to Kinect that cost \$30,000

CaseISM.com

Demographics

Age: 3-15

- Influence on gaming community
- learning benefits
- Ex Good analyzing and problem solving skills

Gender:

- Both

CaseISM.com

Demographics (pt 2)

Family life cycle:

- children and teenagers
- more time, interest, and entertains them
- learning and growing
- strong customer relationship and loyalty

Income level:

- middle and upper class
- 60 to 85 thousand dollars a year for middle class

CaseISM.com

Psychographics

- want a hands on product
- interactive and fun
- user friendly
- responsive
- healthy lifestyle

CaseISM.com

Geographic's

- North America, Mexico, UK, and Japan
- Urban or sub-urban areas

CaseISM.com

Motivations

- Focuses on self esteem based on Maslow`s hierarchy
- Self-esteem, confidence, and achievements can be gained
- Console makes people happier
- Wii U focuses on belonging
- Brings friends and family together
- Large group activity

CaseISM.com