

# Examination Report

## Future of gaming

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# Summary

This is a research paper on NFTs in the context of a centralized and decentralized gaming industry. The research goes through user experience approaches to investigate what the needs and pain points of a certain group of individuals might be, as well as how the present gaming market is ignoring these needs and pains the individuals are experiencing. This is meant to understand the demand that is requested by a certain group of individuals and the problems they are currently facing.

Further research into current user interviews provided a better understanding of how these issues could be addressed with blockchain technology implementations and how it can benefit companies and users without the involvement of a centralized ruling authority, bringing a democratic system into the current gaming market.

# Table of contents

<b>Summary</b>	<b>2</b>
<b>Table of contents</b>	<b>3</b>
<b>Introduction</b>	<b>4</b>
<b>Assignment</b>	<b>4</b>
Centralized and decentralized	4
<b>Hypotheses</b>	<b>6</b>
<b>Methods</b>	<b>6</b>
<b>Background</b>	<b>6</b>
<b>User flow</b>	<b>7</b>
Ultimate gamer & Subscriber	13
<b>Research</b>	<b>16</b>
quantitative Data of NFTs in games	16
<b>Research - insights</b>	<b>18</b>
Introduction questions	18
Main questions	19
<b>Our Idea concept</b>	<b>22</b>
Smart contract rules	23
How tokens play a role in this concept	23
Voter alliance	24
NFT	24
<b>Results</b>	<b>25</b>
Users want to migrate from a centralized gaming market to a decentralized gaming market	25
There is an insufficiency of power balance between users and gaming companies making NFT projects	27
<b>Next Steps</b>	<b>28</b>
<b>Lessons and takeaways</b>	<b>29</b>
<b>Sources</b>	<b>29</b>
Blockchain	30
Decentralization	30
Tokens	31
NFT:s	31
Game market	31
Smart contracts	31
Voter Alliance	31
Minimum Viable Product	32

# Introduction

This report will shed light into account different topics regarding player personas, gathering of insights from gamers and non gamers, the difference between centralized and [decentralized](#) infrastructures.

To get a research base about what the users are looking for when companies implement new technologies into gaming such as [NFTs](#), [tokens](#) and [smart contracts](#).

# Assignment

This is a user experience research report. Our goal is to better understand users by applying user research strategies and service design user experience methods to gather information about certain users and types of users.

How can we get evidence and insights for validating the hypotheses and is it possible to find a pattern between users who are knowledgeable and users who are not, regarding a new technology inside an existing market.

This research is the basis of understanding what the consumers feel, think and frustrate about, with the help of user research and service design methods, being able to find key insights and apply it in future concepts or products that can solve “user pains” with new [blockchain](#) technologies.

# Hypotheses

1. Users want to migrate from a centralized gaming market to a [decentralized](#) gaming market
2. There is an insufficiency of power balance between users and gaming companies making [NFT](#) projects

# Methods

It's important to understand some of these methods were used when figuring out "the product" or "the solution" to these pains such as [Lean Startup](#) and [minimum viable product](#). However they are not present in this report since we have decided to not include it. Keeping the report more focused on the research, rather than the solution.

## User experience methods used

- [Service design](#)
- [User research](#)
- [Digital product design](#)
- [Agile methodology](#)
- [Lean Startup](#)

# Background

When conducting research about how to create a certain product that can shift the market into a new [decentralized](#) environment, we got a lot of valuable insights from teachers within our user experience education. One of which was to research a certain group of individuals within the current market we want to change, the other was to find individuals that are somewhat knowledgeable about the technology that could give valuable insight about the market we are focused on, namely the gaming industry and the future of the industry.

## Centralized and decentralized

When it comes to games, gaming marketplaces, or the gaming business, as well as the structures inside an organization, it's critical to have a basic grasp of what centralized and decentralized means. If knowledge about the difference is already present then head straight to [User Flow](#).

### **Advantages of Centralized organizations**

When it comes to business choices, centralized companies may be incredibly efficient. Owners have the power to set objectives for managers and employees aligning with the company's vision.

### **Expertise in Decentralized organizations**

Individuals with a range of skills and experience are used by decentralized organizations to handle diverse company activities.

A diverse management team ensures that the firm has qualified directors or managers to

### **Structural Disadvantages of Centralized Organizations**

The detrimental consequences of several levels of bureaucracy may immediately be seen in centralized enterprises.

Multiple management levels, ranging from the owner to frontline operations, are common in these firms.

Business owners who are accountable for all corporate decisions may take more time to complete these jobs, resulting in slow business operations.

### **Structural Disadvantages of Decentralized Organizations**

People with opposing viewpoints on a business decision might cause problems in decentralized companies. As a result, getting everyone on the same page while making choices can be tough in these firms.

This is why it is beneficial to have a solid foundation of voting software in the working platform.

### **Additional considerations for Organizational Structure**

The sort of organizational structure to utilize in a business should be carefully considered by the owner. Because proprietors are generally at the forefront of business activities, small businesses benefit from centralized organizational structures.

Larger organizations, which may have multiple divisions or departments, typically require a more dispersed structure. Depending on the development and extension of business activities, business owners may need to consider modifying the organizational structure.

It's important to know or get a brief understanding of what centralized and [decentralized](#) implies when referring to games, gaming markets or the [gaming industry](#).

centralized is what you are experienced with when interacting with games and the market you buy your games from.

## User flow

Persona is created based on [Finances Online](#) data collection on different player types, demographics, statistics and prediction. Collection of existing data to create user persona. The persona in this case is based on a player type with goals, habits and pain points, which means what the person prefers less and what a centralized market currently does not offer to the players.

In the user flow, we primarily focus on EU-based citizens that use the current centralized gaming market. For instance the person uses [Steam](#), [GoG](#) and the [Microsoft Store](#) to purchase games and digital items.

Important data in the EU gaming market:

- Europe has the third largest revenue of \$ 32.9 billion for 2020, driven by the vibrant gaming markets of Germany, the United Kingdom, France, Italy and Spain.
- 38% of active players still belong to the age group 18-34 years
- The Ultimate Gamer (14%) - Loves games very much and spends money and free time on games.
- Subscriber (21%) - Prefers high quality games, especially free; will only spend on games if needed.
- The preferred payment method is credit cards but security and usability issues make players cautious.
- 26% choose PayPal as their preferred payment method. Others include WeChat Pay, Google Pay and Apple Pay.

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**Persona Builder**

1. Bring in ideas and data about your audience.  
2. Focus on the important details.  
3. Validate your assumptions with research.



**Ultimate Gamer & Subscriber**

Task: Type here...

**User Persona - A EU based citizen using current centralised gaming marketplace**

Demographics		Goals		Known Habits		Pain points	
18 - 34 years old	Plays video games everyday	Have fun and pass time with games	Constantly looking for the "best game" on the market	Spends the majority of the day wasting time on video games	Using the most dominant marketplaces on desktop for game purchases	Skins bought in game might not be trade'able. Meaning once bought it's useless outside of the current game	The users account is controlled by an organisation, not the individual who bought the games / skins
Likes to buy games and explore new genres, mostly prefers free games	Will more likely spend money on in game purchases (skins, dlc, content)	Be the best at a specific game				No security check if the games are actually fake marketing or not. The user suffers in the end.	Needs a 3rd party app to sell digital items for real currency, not platform currency

Persona creation of "Ultimate gamer" and "Subscriber" in the European gaming market

## Demographics

Add note

**18 - 34 years old**

**Plays video games everyday**

**Likes to buy games and explore new genres, mostly prefers free games**

**Will more likely spend money on in game purchases (skins, dlc, content)**

## Goals

Add note

**Have fun and pass  
time with games**

**Constantly looking  
for the "best  
game" on the  
market**

**Be the best at a  
specific game**

## Known Habits

Add note

**Spends the majority of the day wasting time on video games**

**Using the most dominant marketplaces on desktop for game purchases**

## **Pain points**

Add note

**Skins bought in game might not be trade'able. Meaning once bought it's useless outside of the current game**

**The users account is controlled by an organisation, not the individual who bought the games / skins**

**No security check if the games are actually fake marketing or not. The user suffers in the end.**

**Needs a 3rd party app to sell digital items for real currency, not platform currency**

## Ultimate gamer & Subscriber

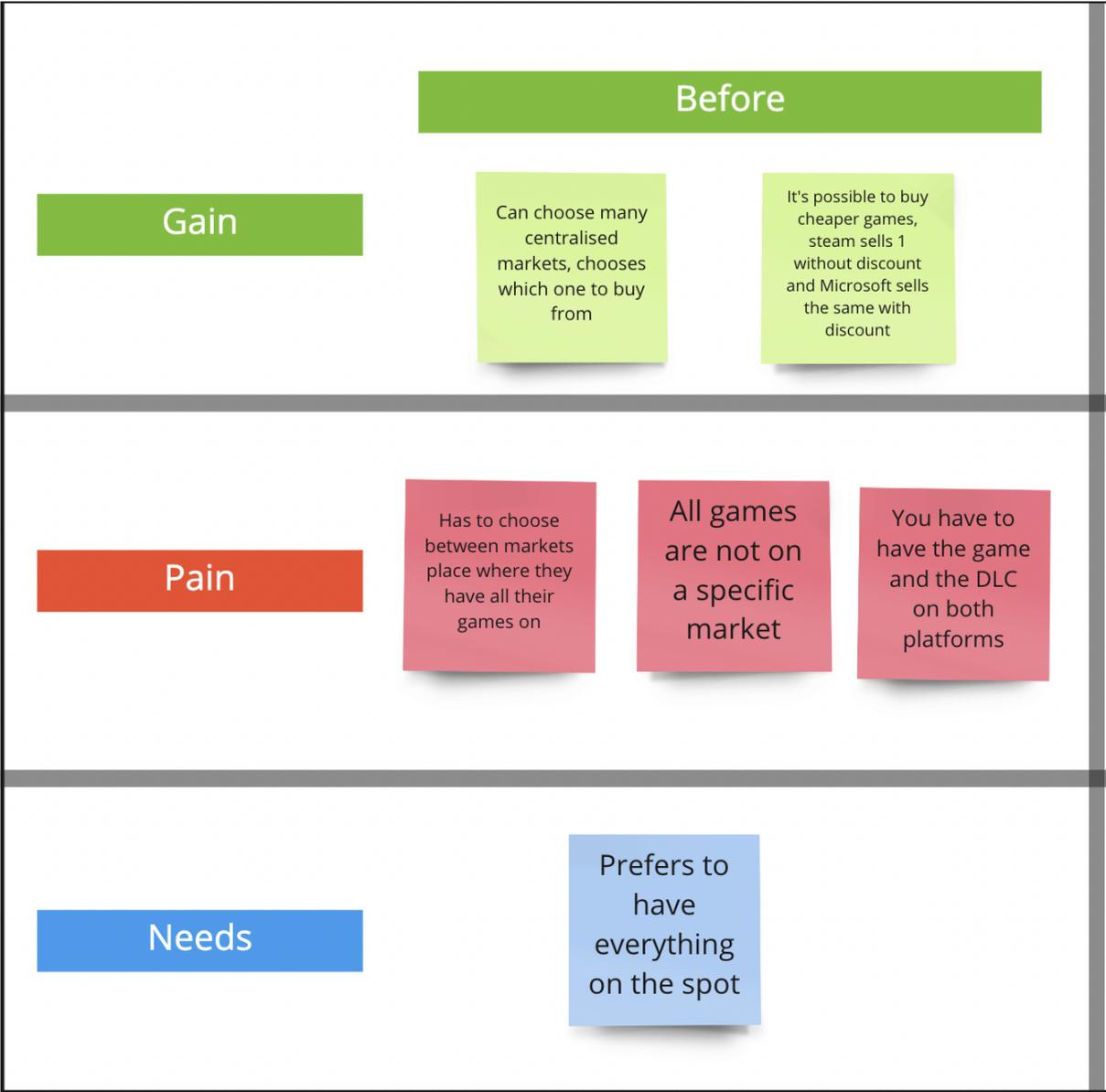
Based on the data we collected, a customer journey was created for a combined player type, ultimate gamer and subscriber. This gave us a better view of what the centralized market offers today and the disadvantages of the market based on user pains. The customer journey covers the process of before, during and after. The process when the user chooses a gaming marketplace, buys a game and starts playing a certain game.

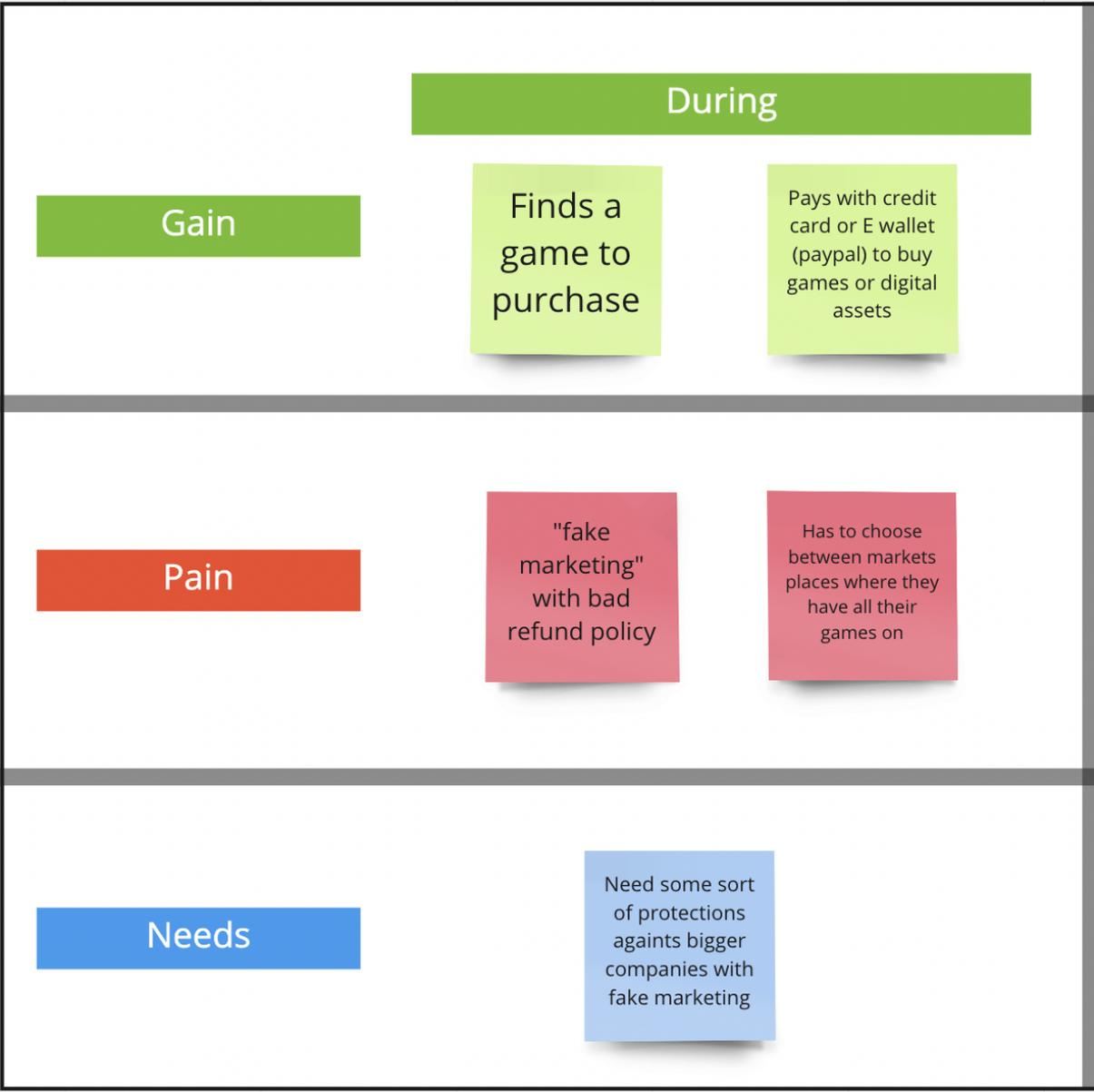
Check the images below for visualization.

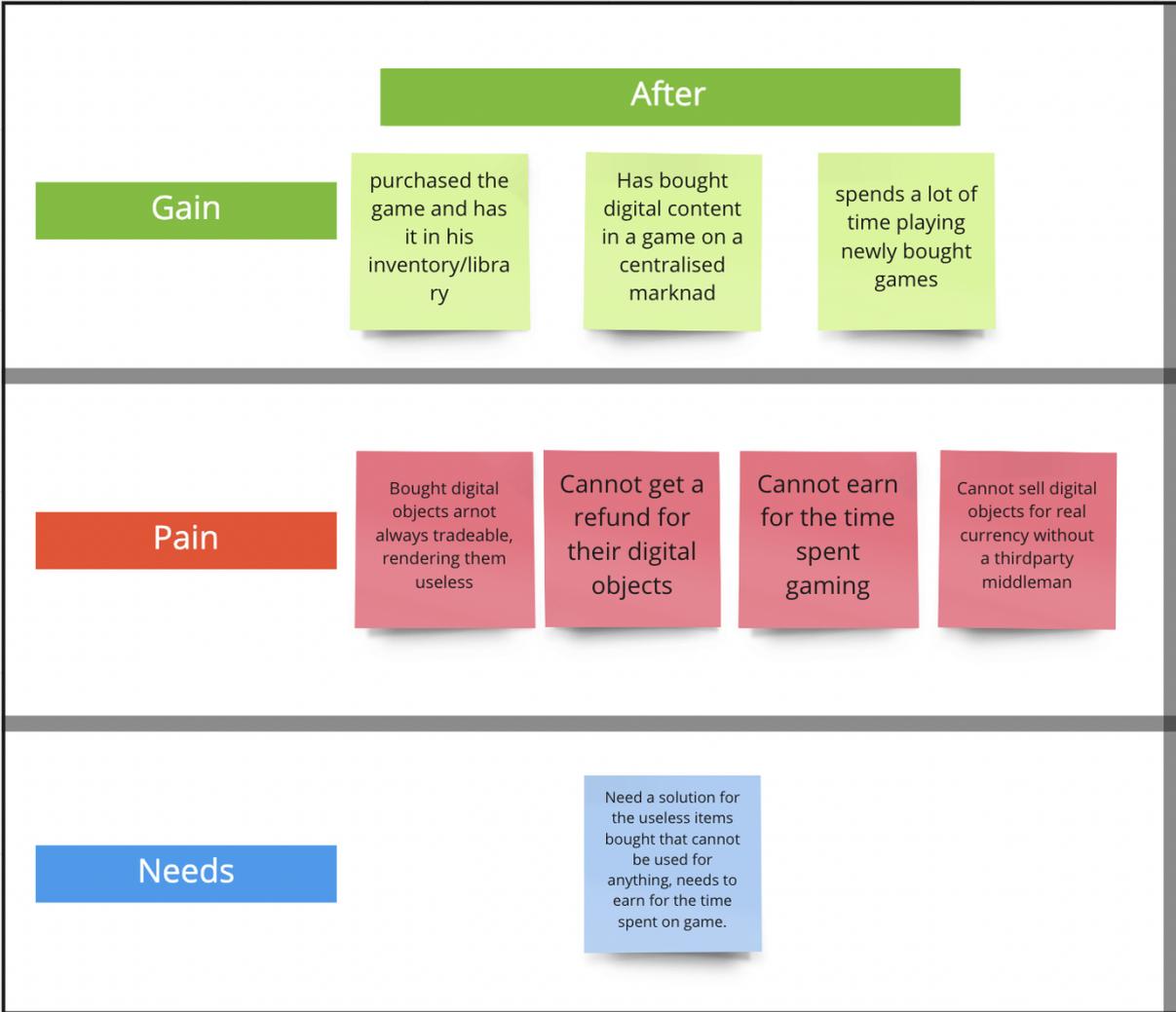
**Green** = GAINS, what the user likes during the process

**Red** = PAINS, the users frustration during the process

**Blue** = GAINS, the user's demands on what they want







## Research

### **quantitative Data of NFTs in games**

Research forms about the pains customer experiences in the current market and how a [decentralized](#) market can help the player based on the interview answers. A google form was used to collect quantitative data from individuals who are knowledgeable with the terms [NFTs](#) and gaming.

The form was completely anonymous, anyone can express their opinions without submitting private information about themselves.

The data consists of 14 questions about [NFTs](#) in games. The total number of interviews was 26. Some interview answers were shortened or combined with other answers. Some answers also became irrelevant to include; these answers had data irrelevant to the questions. future results are a summary of the entire process in a short context.

In summary, Pains and questions in the form are linked with letters, see examples:

**(A)** X user needs a simpler alternative to ZX (Pain)

**(A)** What is your opinion about changing ZX to YX? (Question)

### User journey pains:

Pain points to the ultimate gamer & subscriber persona, what they experience in the European gaming market.

- **(A)** The users account is controlled by an organization, not the individual who bought the games / skins
- **(B)** Skins bought in the game might not be tradeable. Meaning once bought it's useless outside of the current game (Purchased digital items are not always exchangeable goods. This means that when you buy, it is directly meaningless)
- **(C)** Does not earn from the time spent in games
- **(D)** Needs a 3rd party app to sell digital items for real currency, not platform currency (Can't sell digital items for real currency without a third-party service)
- **(E)** No security check if the games are actually fake marketing or not. The user suffers in the end.

### Quantitative research

Quantitative data is based on interview answers to questions related to ultimate gamer & subscriber pain points combined with the decentralized market solutions, namely how [blockchain](#) can solve these problems for the player.

- **(A)** What are your thoughts on gaming platforms or game companies owning your account/inventory?
- **(B)** Do you think [NFTs](#) are a good way to preserve old games/in-game items?
- **(C)** What are your thoughts about a future gaming market focused on play to earn rather than present day gaming? (rewarding players with [tokens](#) / [NFTs](#))
- **(D)** Would you rather sell digital items directly on the same platform for platform credit or risk using a 3rd party alternative for real currency.
- **(E)** what do you think is the best method for gaming platforms to stop fake marketing?

## Research - insights

The quantitative research was based on a google form where introductory questions were asked to get an understanding of how much the individual knows about NFTs and whether he or she has ever used it. After introductory questions, we go directly to the main questions that are based on pains from the ultimate gamer & subscribers persona.

### Introduction questions

#### What does [NFTs](#) stand for?

- 24 of 26 knows that [NFTs](#) stand for “Non-fungible token”.

Every person who participated in the survey knew what [NFTs](#) stand for. only 2 out of 26 could not answer correctly

#### Do you think every digital item should be [NFTs](#)?

- 5 of 26 answered yes to the question. 11 of 26 answered no and 7 of 26 were both for and against it.

The reason lies in the logic behind the question. Most people do not think everything should be [NFTs](#) but only occasional items such as game skins or movie tickets. A game or website does not have to be [NFTs](#)

#### Have you ever minted or bought NFTs?

- 3 of 26 answered yes
- 23 of 26 answered no

#### Are you positive about NFTs?

- 13 of 26 answered yes
- 7 of 26 answered no

#### What is the downside with NFTs according to you?

- The difficulty of entering the world of [NFTs](#)

#### What are your thoughts about NFTs in gaming?

- [NFT](#) in gaming, super awesome. It shows that the [NFTs](#) can be connected to code and it is 100% sure to make [NFTs](#) more interactive to the users. But I don't think every game should involve [NFTs](#) as of right now.

**Do you think the gaming industry will mass adopt this technology? (ex 1-5 years) why/why not?**

- "Seeing how fast it's growing, probably yes". Most think it will be adopted, some hope not to.

## Main questions

**(A) What are your thoughts on gaming platforms or game companies owning your account/inventory**

- [Decentralized](#) ownership in an open source world is the way to go next!
- It should be very transparent if they own it
- I'm against Steam "owning" the games in your library. I'd like to see steam admit the players ownership of a bought product, and somehow let us continue to use it/resell it if they stop holding up they're end of the bargain.
- That is part of the contract I signed before I started playing the game.
- If I have spent time and money on a game I would like to be the only one owning the item.

Users and customers want to own their products and are not happy with the current situation, they want ownership and change and are in need of [decentralization](#).

**(B) Do you think NFTs are a good way to preserve old games/in-game items?**

- 13 out of 26 answered yes.
- 8 out of 26 answered no
- 5 out of 26 answered with "depends on the situation"

This came down to really understanding the situation, a skin in a game can be [NFTs](#) but an entire game as [NFTs](#) is unnecessary. "Old games can always be copied and rehosted."

**(C) What are your thoughts about a future gaming market focused on play to earn rather than present day gaming? (rewarding players with tokens/NFTs)**

- It would be great to have played to earn games, but it's also important to preserve the old model. [NFTs](#) should just be another genre.
- Great way to get people to interact more with the game and get benefits in real life

- It is better when the gamers get profit for all those hours spent on the developer games. for an example if the data the companies are making profit from, goes to the gamers it is a better scenario.
- Gaming would become more of a job and less of an enjoyment. It would be nice to have the option for such games, but I wouldn't want every game to be like that.
- I am positive about it. Personally I would be motivated to play more if I knew I would get [NFTs](#), things that would grow in value long term.

Playing to earn games seems like a popular topic among all the answers. It seems it could bring in a lot more people to the gaming industry. On the other hand gaming could become less fun and seen as a job. Some suggest keeping the current model of games and having [NFTs](#) as a genre that co-exists with regular games.

**(D) Would you rather sell digital items directly on the same platform for platform credit or risk using a 3rd party alternative for real fiat.**

- 12 of 26 answered yes to the use of 3rd party, the rest was mixed between not understanding the issue or using platform credit rather than for real money

Majority of the answers want real money for selling their digital items on a marketplace where they have bought the game. Since most companies do not offer that solution, instead they provide fake platform credit to buy platforms' exclusive assets with. The users prefer transferring their digital items to a 3rd party company, selling digital assets to that company for real money.

**(E) What do you think is the best method for gaming platforms to stop fake marketing?**

- Transparency between companies and customers

Most answers were pointed towards making gaming companies more transparent when engaging with customers. So that the consumers will less likely be a victim of fake marketing.

**Do you think the Voter Alliance could balance the gaming industry, less power for companies and more power for the players?**

- This could certainly help in some ways but I don't see how you would make it work practically

The answers were a bit confused about what [voter alliance](#) implied but reading “less power for the companies and more power to the player” really hit the spark with them. It showed

that if they had a voice in deciding certain areas of a [game market](#) or a game itself, the balance could be enough.

**Feel free to write about anything NFT & gaming related here:**

- The risks outweigh the benefits when it comes to [NFT](#) and gaming in general. It's way too much work for very little improvement in the game in general.
- Lots of dodgy things like scams are happening due to the anonymous nature of it.
- They're more than just digital assets.

A new technology that could change the future of the gaming industry. Although the idea is good, it is then quickly pushed back by the development problems & efforts of [NFT](#) games. The security issues involved with protecting user accounts are also very important to take into account, if a wallet gets hacked then it's practically impossible to get these items back.

## Smart contract rules

[Smart contract](#) is a self driven contract written in code. It is a book full of terms and rules, agreements between buyer and seller. The [smart contract](#) exists on a [decentralized blockchain](#) network, such as ethereum and carries out agreements between parties without the need of centralized authority or other tools to govern such agreements.

For example, you want to vote on a change for the product logo. Your vote doesn't need to be registered and counted by an individual or external machine to then be sent further up in the corporate ladder. The [smart contract](#) handles all of these without the need of external help.

## How tokens play a role in this concept

Study of the economics of crypto [tokens](#) or cryptocurrencies is called [tokenomics](#). It is basically about studying the factors that affect the demand and supply of [tokens](#). Factors include quality, distribution and production of crypto [tokens](#). What it is used for and how it is implemented in the product as well as other aspects of the [Minimum Viable Product](#).

The [token](#) can then be used as the marketplace [tokens](#) the users can buy with real currency such as the dollar or euro. These [tokens](#) will then be used for buying games, skins and other assets in the form of [NFTs](#). [Tokens](#) have an important role when it comes to [voter alliance](#) as well. Keeping a democratic community with no middleman. With the [tokens](#) you can vote on different proposals within the marketplace itself and decide which future it is heading into, these proposals are then calculated by a [smart contract](#) and in return the [voter](#) gets rewarded by the marketplace with various things such as [NFTs](#), [tokens](#) or other items as thanks for being a valuable member.

## Voter alliance

Users have the right to vote in the future of the product by voting for various proposals so that the development follows a democratic movement. The vote is posted as a comment on [blockchains](#), indicating your opinion on the election you are voting for. Voting affects the outcome of an event that can be anything from changing the logo, existing application design or implementing a new feature. Voting for proposals are used with marketplace [tokens](#), think of these tokens like arcade machines, you can't play these games without a coin to insert into.

## **NFT**

Non-fungible token or [NFT](#) is a non-exchangeable unit of data stored on a [blockchain](#), a form of digital ledger. Types of [NFT](#) data devices include digital files such as photos, videos, audio and more. Because each [token](#) is uniquely identifiable, [NFT](#) differs from [blockchain](#) cryptocurrencies, such as Bitcoin.

[NFTs](#) can be used as alternatives to current day buy and selling of digital items such as skins or ingame loot. The main advantage [NFTs](#) bring to the table is the ability to actually own them inside a private account that only you, a single individual, own.

Meaning that a company ruling the marketplace can't get access to your inventory or locking you out of the marketplace by freezing your valuable assets. It is the consumer's money and it is rightfully theirs to keep away from centralized markets.

# Results

Users of the current gaming market have given valuable insight on what the problem is and how we should act moving forward.

The results will be primarily focused on the possibility of our idea concept solving these issues, although it is important to note that these ideas have not been validated with a key user.

Meaning that the insights given are validated and correct between the difference of centralized and [decentralized](#) markets but the interaction with the concept is out of the question when we validate our hypotheses.

Therefore the concept will be for a later chapter and we will primarily focus on the topics at hand, namely the user experience research within the gaming industry.

The results go into two different subjects that consist of our hypotheses. It's good to know the two hypotheses differ in meaning and are two separate validations, both being equally as important to validate with research.

## Users want to migrate from a centralized gaming market to a decentralized gaming market

Answering the hypothesis of whether they want to or not is a bit problematic.

Users we interviewed had mixed opinions on the topic, some user interview answers were very opposed to the idea of a new market and a lot of users were also positive about the shift to a more decentralized market.

It comes down to knowledge and understanding of the current gaming market and how [decentralized](#) technology will be applied.

A lot of user insights we gathered were pointed at "Gaming would become more of a job and less of an enjoyment", and "That is part of the contract I signed before I started playing the game".

As we sympathize with these insights it really shows the lack of understanding by the users on how the [decentralized](#) technology works.

Those we interviewed that had a better understanding of the situation were more positive about the shift from centralization to [decentralization](#).

Some insights we found very useful were:

*"I'm against Steam "owning" the games in your library. I'd like to see steam admit the players ownership of a bought product, and somehow let us continue to use it/resell it if they stop holding up they're end of the bargain."*

and...

*"If I have spent money or time acquiring "items" in the game, I want to be the sole owner of them."*

Users expressing their opinion based on experience with the current market have a better understanding and concerns regarding the current centralization of the gaming market. If you invest a large portion of your savings into digital items, shouldn't you be the one owning them instead of the marketplace providing it for sale?

It is a difficult topic to understand and it's the main reason why we want to make sure this is clear for every individual using centralized gaming marketplaces.

When we made the survey about whether they would prefer the current market or the [decentralized](#) market, the majority voted for the [decentralized](#) market. The reasoning is quite simple. The users do not want any company owning the rights to the virtual items they possess, not only because they bought it but because it is associated with personal investment.

When investing you'd likely want security and privacy, that is when [decentralization](#) comes into play.

When only one individual has access to it. In this context the user who bought the item would want to be the only individual who can access these items. When the term of [NFTs](#) and [tokens](#) comes into play, they use a ledger wallet that stores these purchases.

The wallet stores the players [NFTs](#) or skins on the person's preferred device, similar to a bank storing your money in a secure vault. That vault can then only be accessed by the user, in this case the gamer. The gamer can then use this wallet to connect with [decentralized](#) platforms and games, providing these projects with information about possibly receiving items, using items or transferring items in the form of [NFTs](#) or [tokens](#).

## There is an insufficiency of power balance between users and gaming companies making NFT projects

How to make the gaming market more for the player rather than for corporations to abuse. In the survey we used questions that could possibly answer the problem at hand based on feedback from users. Some user insights we got were very interesting and we would like to share the data gathered from the answers.

Most of the users did in fact not oppose the status quo about

*“less power for companies and more power for the players”.*

They were actually more interested in reversing who would be in power when deciding how their money would flow around inside the product, rather than letting the current gaming market decide whatever they please without any consequences.

An interesting answer *“This could certainly help in some ways but I don't see how you would make it work practically”.*

Something everyone was struggling with in answering was yes they would like a balance between users and gaming companies but there were no clear answers on how to achieve such a thing from the user insights gathered.

We further dove into the question of fake marketing and the meaning of it with references to the disaster launches of [AAA game](#) titles such as [Battlefield 2042](#) and [Cyberpunk 2077](#). As to help the individual in coming up with an answer surrounding the power balance between consumer and companies.

Some important insights we got were

*“Not giving fake information/gameplay and releasing the game when it's fully tested and finished rather than delivering unfinished product and fixing it with patches”* - This insight refers to gaming companies. That the game company should fix this issue themselves.

*“Holding companies more accountable for their promises (not sure how)”* - The user insight is about false promises and not delivering said product as it was intended or advertised to be.

*“there should be real repercussions, I haven't heard of anyone being punished for it in gaming.”* - Talks about how gaming companies can repeatedly lie and get away with it.

And finally to the most important insight from the answers given were :

*“transparency between companies and customers”.*

As to why this specific insight outweighs the other great insight is because this comes to mind when thinking of implementing the [Voter Alliance](#) inside a [smart contract](#).

With a gaming market having a [voter alliance](#) implemented into the system of an application, the balance could become equal to both company and players if done right in practice, in theory we can only hope the [smart contract](#) has enough rules to diminish abusing [the power of democracy](#).

One could punish a game publisher if they do not deliver their promises or penalize these companies for not being transparent with their customers. That could in theory balance the power between users and gaming companies making [NFT](#) projects.

## Next Steps

What is left to uncover, understand and hopefully develop are the next steps into making this [decentralized](#) marketplace a reality. By completing these next steps we can further validate the hypotheses and get a better understanding of what the user would like a future [decentralized](#) market to look like.

- Market research about current big markets on centralized and [decentralized](#) platforms

- High Fidelity prototype based on the concept idea
- Minimum Viable product (MVP)
- Are there other markets where we can apply the same system to?

## Lessons and takeaways

A [decentralized](#) system will minimize the risk of issues and mistakes.

People are less open minded to new technology and can be very skeptical. The issue is with people's mindset and how we are scared of change. The same thing happened with TV, computers and the internet. Once people warm up to new tech and learn the truth they will realize things are not as bad as they seem.

Gamers are very open to shifting the power balance between company and consumer, a world where they own the purchases made on a certain platform was a clear answer. How it should be done differentiates from gamer to gamer.

A lot of individuals were skeptical of blockchain technology but as mentioned earlier, those who had more knowledge about the topic gave more quality answers than those who were not.

## Sources

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## Blockchain

Blockchain is a distributed database that all nodes in a data network may access.

A blockchain, like a database, maintains information in digital form. Blockchains are most recognized for their function in preserving secure and decentralized transaction histories in cryptocurrency systems like Bitcoin.

The blockchain's novelty is that it manages data in a safe manner without relying on a third party.

## Decentralization

Decentralization is the transfer of control and decision-making from a centralized entity (individual, organization or group) to a distributed network. Decentralized networks strive to reduce the level of trust that participants must have in each other, and discourage their ability to exercise authority or control over each other in ways that impair the functionality of the network.

In one non-centralized blockchain - the network does not need to know or trust each other. Each member of the network has a copy of the exact same data in the form of a distributed ledger. If a member's account is altered or expedited in any way, it will be rejected by the majority of the members of the network

A **smart contract** is a [computer program](#) or a [transaction protocol](#) which is intended to automatically execute, control or document legally relevant events and actions according to the terms of a [contract](#) or an agreement

## Tokens

Tokens: A token is a thing that represents the digital object on the Blockchain. For example, if a physical object such as "Gold" is converted to be represented in its digital format;

the digital format of this object is represented by "tokens" on the Blockchain. Now this was an example of tokens representing an "object", a "value" or an "asset". But the purpose of Tokens is not limited to these only. A token can also represent something like "feeling", "facts", "quality", "usefulness" etc. Tokens can represent anything for that matter.

## NFT:s

Non-fungible token or NFT is a non-exchangeable unit of data stored on a [blockchain](#), a form of digital ledger. Types of NFT data devices include digital files such as photos, videos, audio and more. Because each token is uniquely identifiable, NFT differs from [blockchain](#) cryptocurrencies, such as Bitcoin.

## Game market

Game market is a place where you can buy games, basically a game store. game market=/= not a casino

## Smart contracts

A smart contract is a [computer program](#) or a [transaction protocol](#) which is intended to automatically execute, control or document legally relevant events and actions according to the terms of a [contract](#) or an agreement

## DAO

A DAO or decentralized autonomous organization is built on a blockchain without the need of a company's hierarchical management to make decisions. Hierarchical management is typically used in corporate organizations and consists of multiple superiorities, people with different field expertises that control the outcome of a ruling. A DAO works like a smart contract would but is powered with AI (artificial intelligence) to make decisions.

## Voter Alliance

Users have the right to vote in the future of the product by voting for various proposals so that the development follows a democratic movement. The vote is posted as a comment on blockchains, indicating your opinion on the election you are voting for. Voting affects the outcome of an event that can be anything from changing the logo, existing application design or implementing a new feature.

## [Minimum Viable Product](#)

A minimum viable product (MVP) is a version of a product with just enough features to be usable by early customers who can then provide feedback for future [product development](#)

## [Dishonest Assistance](#)

[S]trangers are not to be made constructive trustees merely because they act as the agents of trustees in transactions, ... unless those agents receive and become chargeable with some part of the trust property, or unless they assist with knowledge in a dishonest and fraudulent design on the part of the trustees.