

Xbox Design Lab | Originals

The Fanchise Model



Turning consumers into entrepreneurs.

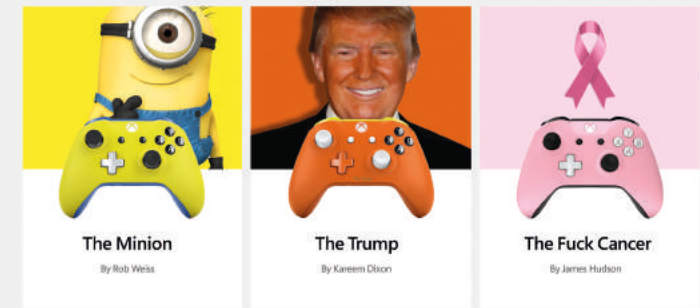


"Totally rad"
Gamespot

"The design actually becomes yours"
Digital Trends

"Get paid"
EGM

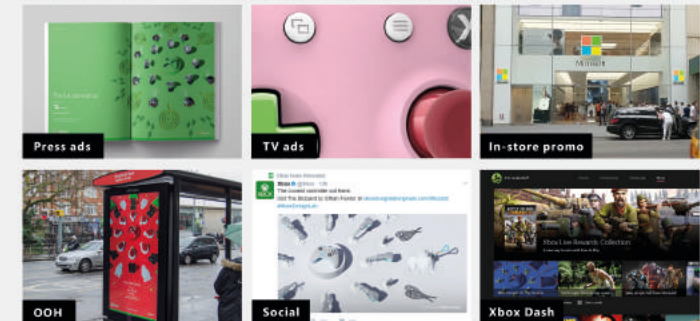
Gamers claimed designs based on pop culture, news and charities.



They marketed their designs in social media.



Xbox made bespoke marketing campaigns for gamer designs.



Problem:

Xbox Design Lab is an e-commerce store that lets gamers create customized controllers. But they cost 50% more than regular controllers. How could Xbox sell these controllers at a time when their audience was concerned about the increasing cost of gaming?

Solution:

Xbox reimagined the shopping journey, letting gamers claim ownership of their design and earn a cut of its profits. The Fanchise Model changed the traditional buyer-seller dynamic. Consumers started behaving more like entrepreneurs, who strategically claimed designs inspired by everything from sports to charities. Customized assets allowed gamers to promote their design and help make it a top-seller, with selected controllers even getting entire marketing campaigns by Xbox.

Results:

- Sales increase: 350%
- 41% of site visitors claimed a design
- Average amount earned: \$95.24
- Top-earner made: \$1131