A Two-mound Service Engineering Framework: Lessons Learned in the Mobile Game Business in Japan

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   Abstract—*Advances in information and communication technologies are facilitating a shift from infrastructure business to service business. Service business engineering is still in its infant stage. Lessons learned from business model engineering on the scale of tens of millions of mobile users provide clues for designing frameworks in service engineering. The author proposes a framework for two-mound service engineering in order to understand the shift in the industrial landscape of mobile smartphone games in Japan*

Keywords—Service engineering; social experience design; business model engineering; mobile game; social service engineering;

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