GameTime

by Team GameTime

sponsored by m2Catalyst

SPONSOR COMMUNICATION

Weekly conference calls

- ❏ Establish a baseline of our progress within sprints
- ❏ Discuss challenges or suggestions as we cross them

Milestone Meetings

- ❏ Friends & Family release
  - ❏ First week of November
- ❏ Soft Launch
  - ❏ Last week of November
  - ❏ Little to no marketing

PRIOR TO LAUNCH

User Research and Testing

- ❏ Testing done in iterations
- ❏ Implement any necessary changes based on feedback

Gathering Analytics

- ❏ Focus and Features: What do people like?
- ❏ Influence possible decisions for Phase II (Winter 2015)

POSTER DRAFT + DESIGN

Stepping Away From the Dialogue

- ❏ Involve easily interpreted images.
- ❏ Diagrammatic: To be or Not to be?
- ❏ What are our main selling points?

Customizations and Personifications

- ❏ Who is our Target?
- ❏ Narrow down an otherwise broad spectrum of users
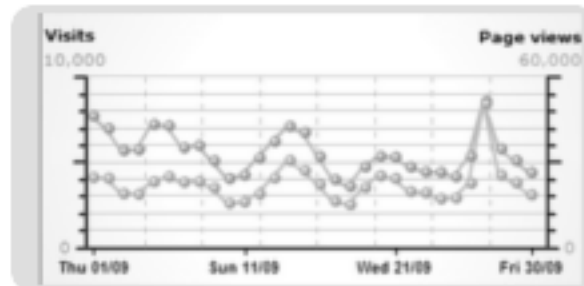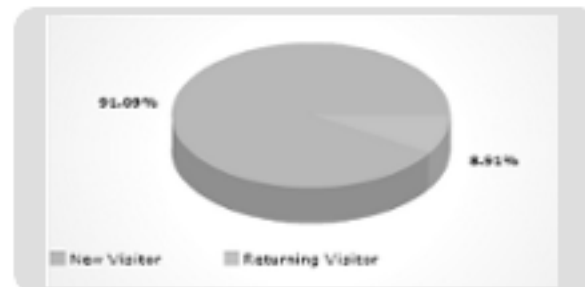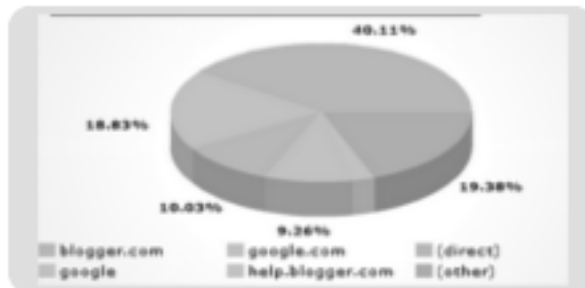- ❏ Focal points on Poster (A MUST)

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Visits
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Page views
60,000

Thu 01/09   Sun 11/09   Wed 21/09   Fri 30/09

whatsapp

Thank You.

"Without big data analytics, companies are blind and deaf, wandering out Web 2.0 like deer on a freeway."

→ Geoffrey Moore, Author