

Rice Games Internship Session 1M

Business Development I

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Task

Answer the following questions with complete sentences

1. Succinctly explain the three parts that make up a Customer Profile.

The customer profile is a way to describe a group of customers with similar characteristics. It is made up of customer jobs, pains, and gains. Jobs are what a customer wants to get done, whether that be tasks they want to complete or desires they want to satisfy. Pains are things that negatively affect customers after completing a job or prevent them from finishing one. Finally, gains is anything that benefits the customer and can be utility, social, emotional, or cost saving gains.

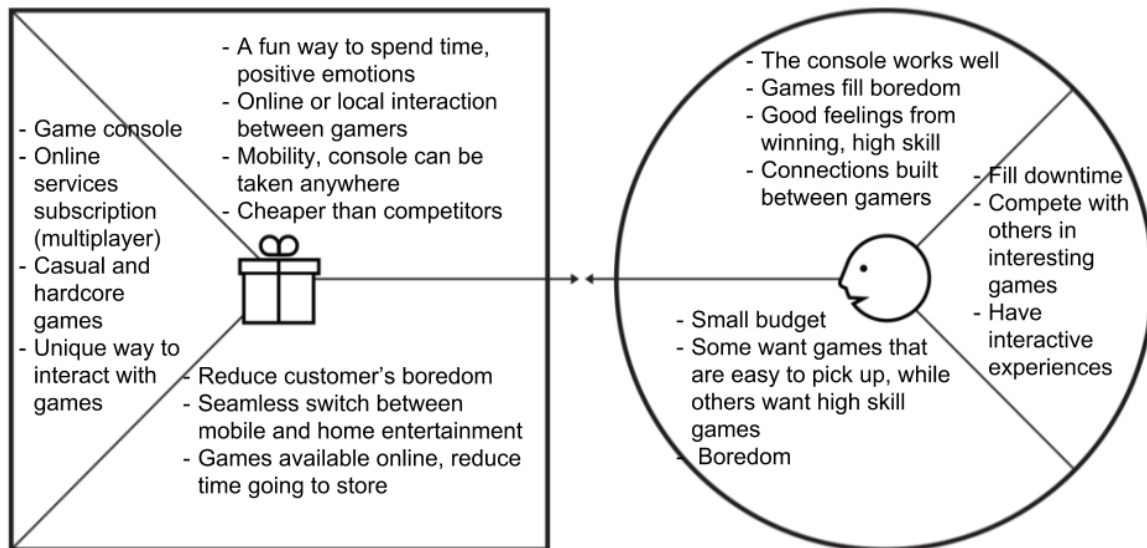
2. Succinctly explain the three parts that make up a Value Map.

The value map breaks down the features of a value proposition. It has three categories: products and services, pain relievers, and gain creators. Products and services are the basic things that your value proposition offers and they help customers complete jobs. Next, pain relievers outline how your value proposition relieves pains for customers. Finally, gain creators describe the gains that your customers want that will be created for them.

3. Provide a basic example of a part within the Customer Profile that parallels a part within the Value Map and explain it.

Gain creators in the value map corresponds to the gains in the customer profile. Customer gains identify anything that the customer would want like positive emotions, utility, or social gains. Gain creators seek to recognize these customer gains and achieve them. For example, if a customer wants to save money, a gain creator is find ways to achieve cost savings.

4. Fill out the following graphic in relation to the *Nintendo Switch*:



5. Succinctly explain what the Business Model Canvas is.

The Business Model Canvas is a way to represent a business's underlying structure, relationships, and activities. It is made up of nine blocks. The first ones are the customer segments, the different kinds of customers that the business is trying to reach, and value propositions, the products or services the business has. In order to reach customers, the next two blocks are channels, the way value propositions are delivered, and customer relationships. If value propositions are successful, this generates revenue streams, the next block. In order to make all of this work, there are key resources, key activities, and key partnerships. Finally, there is the cost structure.

6. Explain the difference between *cost structure* and *revenue stream*.

Revenue streams are the ways that a business generates money through successful value propositions to customers. There are many different ways to generate a revenue stream, but they generally fit into two categories, one-time payments and recurring revenue. Cost structure is all the costs that a business incurs. While revenue streams are determined by the amount of customers and what the customers are charged, cost structure is how the business organizes its expenses.

7. Explain what *key activities*, *key partners*, and *key resources* are.

These three blocks make up the required support that a business model needs in order to work. Key resources are the assets it needs to offer a value proposition, whether that be physical material, intellectual property, or people. Key activities are the actions, such as production or problem solving. Finally, key partnerships are the alliances between the business and other groups of people. These partnerships generally help the business to produce something or work together to develop new business.

8. Check out the website for Shujinkou ([Link](#)) and write a < 3 sentence summary explaining what the game is about and what it is attempting to do.

Shujinkou is a 2D platformer action game where the three protagonists fight a horde of demons that have appeared in the game's world. In addition to a fun experience, the game attempts to teach basic Japanese language by incorporating story elements. For example, the demons are consuming the written language as well as the world's people so it is up to the player to learn language to prevent it from being lost.