

BUSINESS CASE	
<b>Proposed Project</b>	ClassQuest will be developed as an engaging, web-based educational RPG game where students collaborate to defeat class “bosses” and complete quests by answering teacher-assigned questions. Students will earn experience points, coins, and rewards to level up, unlock gear, and customize their characters.
<b>Date Produced</b>	October 2, 2025
<b>Background</b>	A gamified learning tool called “ClassCraft” once transformed classrooms through an RPG style engagement, rewarding students for participation in class and teamwork. Since ClassCraft’s discontinuation, teachers have been left without a comparable, cost-effective alternative. While ClassDojo and Khan Academy support learning and behavior tracking, they lack the immersive RPG elements, character progression, and collaborative gameplay that sustain long-term motivation. This gap creates an opportunity for ClassQuest. A modern and affordable platform that brings back the excitement of game-based learning through quests, boss battles, and character customization.
<b>Business Need/ Opportunity</b>	By analyzing our competitors, we understood that our business opportunity lies in the absence of the interactive platform that solves engaging issue for students, efficiency and easy management for teachers. Schools and districts need something more flexible, affordable, and adaptable to different curriculums, while students crave a fun, modern way to connect with learning. Our platform offers that opportunity through a paid subscription model that provides teachers with full access to the gamified classroom environment. Every user gains access to the same core system—avatars, guilds, quests, boss battles, and teacher tools—ensuring consistency and reliability in classrooms. We are positioning this project as both a learning tool and a potential startup that could transform how classrooms across Saskatchewan (and possibly beyond) drive engagement.
<b>Options</b>	<p>The first option was to do nothing and continue using existing educational tools such as Khan Academy and ClassDojo. While these platforms effectively support academic learning and classroom management, they do not provide the immersive, RPG-style engagement or long-term progression systems that keep students consistently motivated. Choosing this option would maintain the current state of limited engagement and miss the opportunity to reintroduce a more interactive and rewarding learning experience.</p> <p>The second option—and the recommended approach—is to develop a new platform, ClassQuest, which revives and modernizes the successful concepts behind Classcraft. This solution offers an affordable, web-based system that blends educational content with RPG gameplay, allowing teachers to create custom challenges and students to engage through levels, coins, gear, and collaborative boss fights. This approach not only fills the current market gap but also enhances learning outcomes by making education more interactive, motivational, and enjoyable</p>
Cost-Benefit Analysis	
Option 1: Do Nothing	

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- Cost: \$0
  - Benefits:
  - No time or financial investment.
  - Continued use of existing tools like Khan Academy and ClassDojo.
  - Drawbacks:
  - Does not address the engagement gap left by Classcraft's discontinuation.
  - No RPG progression or long-term motivation for students.
  - No ownership of intellectual property or opportunity for innovation.

Option 2: Develop ClassQuest(Recommended)

- With Hourly Rate of \$45/hr
- Development: 768 hrs × \$45/hr = \$34,560
- Estimated Cost: \$34,660
- Server hosting: \$100

Benefits:

- High engagement through RPG progression, levels, and collaborative gameplay.
- Customizable for classroom needs and curriculum integration.
- Potential for future revenue through freemium or school licensing model.

Drawbacks:

- Higher upfront time commitment and development effort.

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## Recommendation

Proceed with developing ClassQuest, a cost-effective, web-based gamified learning platform that combines RPG mechanics with curriculum-based content. It will fill the gap left by Classcraft, offering deeper engagement and progression than tools like Khan Academy or ClassDojo, and help teachers sustain motivation and participation in the classroom.

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