

STRATEGY PLANE

- **What are the main goals of this site?**
 - Provide a fun and interactive game ('quiz') for Game Of Thrones fans.
 - Develop a game that teaches players new information.

- **Who are we building it for?**



- Men and women, ages 18 - 34, who are fans of the, 'A Song of Ice and Fire' book series and/or the HBO series, 'Game Of Thrones'.
- Educators, care-takers, parents, etc. that want to teach global history in a fun way.
- **What are the goals & needs of the user?**
 - Learn interesting new facts and information about history while having fun
 - Access, navigate and play game with ease (no complications)

- **The main goals of the user:**
 - Learn how historical people and events inspired the, 'A Song of Ice and Fire,' book series and HBO television series, 'A Game Of Thrones'.
 - Have fun!
- **What are the goals & needs of the business?**
 - The main goals & needs of the business:
 - Create a functional game
 - Attract ASOIAF/GOT fans