Business case

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Community & UN SDG(s):	Affordable & Clean Energy (SDG 7) - Responsible Consumption & Production (SDG 12)
Date:	Oct. 22, 2023

Proposed Project	Electroflux
Date Produced	Oct. 22, 2023
Background	I believe that by creating this project and covering the United Nations Sustainable Development Goals (SDG), SDG 7 Affordable and Clean Energy as well as SDG 12 Responsible Consumption and Production, I will encourage users to educate themselves about the future of energy and how we can consider the more widespread use of sustainable energy production sources such as wind or solar power as opposed to non-permanent solutions such as fossil fuels, as the continuous use of those will cause more global warming and slowly kill our planet. At the same time I hope it teaches the users about responsible power consumption and ways to reduce unnecessary ways of it in our daily lives again as to preserve the Earth for future generations. This will be done in the form of an online browser game that will aim to encourage users to think about what would happen if we as a society and globe switched to renewable energy sources.
Business Need/ Opportunity	As for the business need of the project idea, while there are a few games out there that are similar in terms of power management, those games are more meant for entertainment purposes as they usually consist of fictional simulated cities with extravagant events and circumstances as again they focus on being a lot more fun than focusing on the educational aspect. So I believe my idea will be a good balance of fun and educational content to get the user to think about the future of our energy situation.
Options	Option 1 - Make the game as a mobile game Option 2 - Make the game as a browser game Option 3 - Do not make the game

Cost-Benefit Analysis

[This section contains the detailed costs and benefits of each option listed in the previous section. The costs may include considerations such as financial expenditures, the amount of time required, possible risks, and the potential for reduced quality. The benefits may include the potential of increased sales, market share, and brand recognition and the reduction of errors and ongoing costs. Each option should be clearly identified and listed separately.]

Option 1 - Make the game as a mobile game:
- Costs:
  - Financial expenditures may apply as the development and deployment of a mobile game to either the Apple App Store or the Google Play Store could cost money.
  - Time required would be greater as this would be my first experience with mobile development, leading to more time spent learning how to accomplish my task rather than working on the task itself, thus reducing quality and not achieving my envisioned project.
- Benefits:
  - This would be accessible to most people as most people nowadays have a smartphone of some kind, allowing access to either the App Store or the Play Store.
  - Potential for monetization could be a thing as I could charge users to download the game (however this is not something I'm aiming for as I'm aiming to make a free-to-play game)

Option 2 - Make the game as a browser game:
- Costs:
  - Time required would be greater however not as great as the mobile development option. This would be my first time developing a game however I would be doing so with languages I am familiar with, those being C++ and C#, as well developing for a platform that I can test on right away would make things much easier.
- Benefits:
  - Even more accessible than a mobile game, as users can simply visit any browser of their choice on any device of their choice and access the game, whether it be from a phone, laptop, personal computer, etc.
  - Seamless integration from my development environment of Godot to the online game hosting website itch.io

Option 3 - Do not make the game:
- Costs:
  - Societal cost, I would not achieve my goal of benefiting users to think about the future of the planet and how they can help by reducing their power consumption and thinking about the effects of renewable energy.
- Benefits:
  - No time or money spent on the project.

Recommendation

Option 2 - Make the game as a browser game