S.I.G.P.D.

Inglés

JurassiCode

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Fecha de culminación

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TERCERA ENTREGA

I.S.B.O. **3MI**

ÍNDICE

Mission and Vision of the company (JurassiCode)

Mission:

Our mission is to design digital solutions that combine education and play, using accessible and modern technologies. We aim to improve the experience of students and teachers through intuitive tools like JurassiDraft, which facilitate participation, organization, and tracking of game-based activities.

Visión:

We aspire to become a reference in the creation of digital educational platforms inspired by board games. We want to promote gamification as a pedagogical strategy, encouraging active learning and strategic thinking in educational institutions throughout Latin America.

Team integration, roles and criteria for team formation

Team integration:

The team is made up of four UTU students who combine knowledge in programming, design, logic, documentation, and presentation. We are united by our shared interest in board games, technology, and collaborative work.

Defined roles

Seba: Backend development, database logic, and system security.

Nacho: Frontend development, connection with backend, technical and general documentation.

Tomi: Visual design, user experience, and interface presentation.

Joaco: System testing, functionality verification, support, and presentations.

Team formation criteria

The team was formed considering both technical skills and communication, commitment, and good relationship among its members. A balance was sought between technical, visual, and communication aspects to achieve a functional and attractive product.

System design considerations

Friendly, intuitive, and responsive interface.

User management with differentiated roles (players and admin).

Secure data storage using normalized relational database.

Smooth navigation with subtle animations and clear visual hierarchy.

Modular structure to allow future improvements or adaptations.

Visual aesthetics inspired by the original board game, connecting users with the dinosaur theme.

Objectives, requirements, success criteria and limitations

Objectives

Digitize the tracking and registration of Draftosaurus game sessions.

Provide a useful and functional tool for educational environments.

Promote the use of web technologies for educational purposes.

Develop a visually attractive, functional, and easy-to-use platform.

Requirements

Hardware: PC, laptop, tablet or smartphone with a modern browser.

Software: Updated browser, Apache, PHP, MySQL. XAMPP was used in local development.

Economic resources: No financial investment; free tools were used.

How we got them: All resources were managed by the team from home or school practice environments.

Human resources: Teamwork supported by classroom knowledge and self-learning.

Success criteria

The system should make game tracking easier and more organized.

It should be visually attractive and functional for users of all ages.

It must allow quick review of history and easy corrections.

Its use should enhance the game experience and encourage implementation in classrooms.

Limitations

Limited time to complete full system development.

Restricted access to real testing with external teachers.

No permanent web hosting, limiting online availability.

Some complex features were not implemented due to lack of time and experience.

User manual of the game

Log in: Log in as a player or as an administrator. The administrator can view all games and create new ones.

Register a game: Enter player information and start a new game. You can select classic or alternative mode.

Score registration: After each round, enter the points for each player according to the game mechanics (board zones, dinosaur types, rules).

Save and view games: When finished, the game is saved in the database. You can view it later in the game history panel.

Edit data: The administrator can edit or delete games, players, and results if necessary.
Log out: You can log out from anywhere in the system and return to the login screen.
Shorts Links:
Ignacio Fianza
https://www.youtube.com/shorts/pfpgrCUzzA8
Sebastian Benitez
https://www.youtube.com/shorts/WEsr2SK8YiM
Joaquín Fleitas
https://youtube.com/shorts/TnZiCIOLNmQ
Tomás Paz
https://www.youtube.com/shorts/4f_cDP0ZnN8

What is SWOT?

SWOT (Strengths, Weaknesses, Opportunities, Threats) is a **strategic analysis tool**.

It helps to look at a situation from four different angles: what you have in your favor, what holds you back, what the environment offers, and what threatens you.

- **Strengths (S):** Internal and positive aspects. These are resources, skills, knowledge, or advantages that the organization already has and that make it stand out.

- **Weaknesses (W):** Internal but negative aspects. Limitations, shortages, or issues that reduce competitiveness or performance.

- **Opportunities (O):** External and positive factors. They come from the environment and can benefit the project if taken advantage of.

- **Threats (T):** External and negative factors. Risks or challenges from the environment that could harm the organization.

How it works

1. **Internal analysis** → Identify Strengths and Weaknesses.

    - “Internal” = depends directly on the organization: people, finances, technology, processes, know-how.

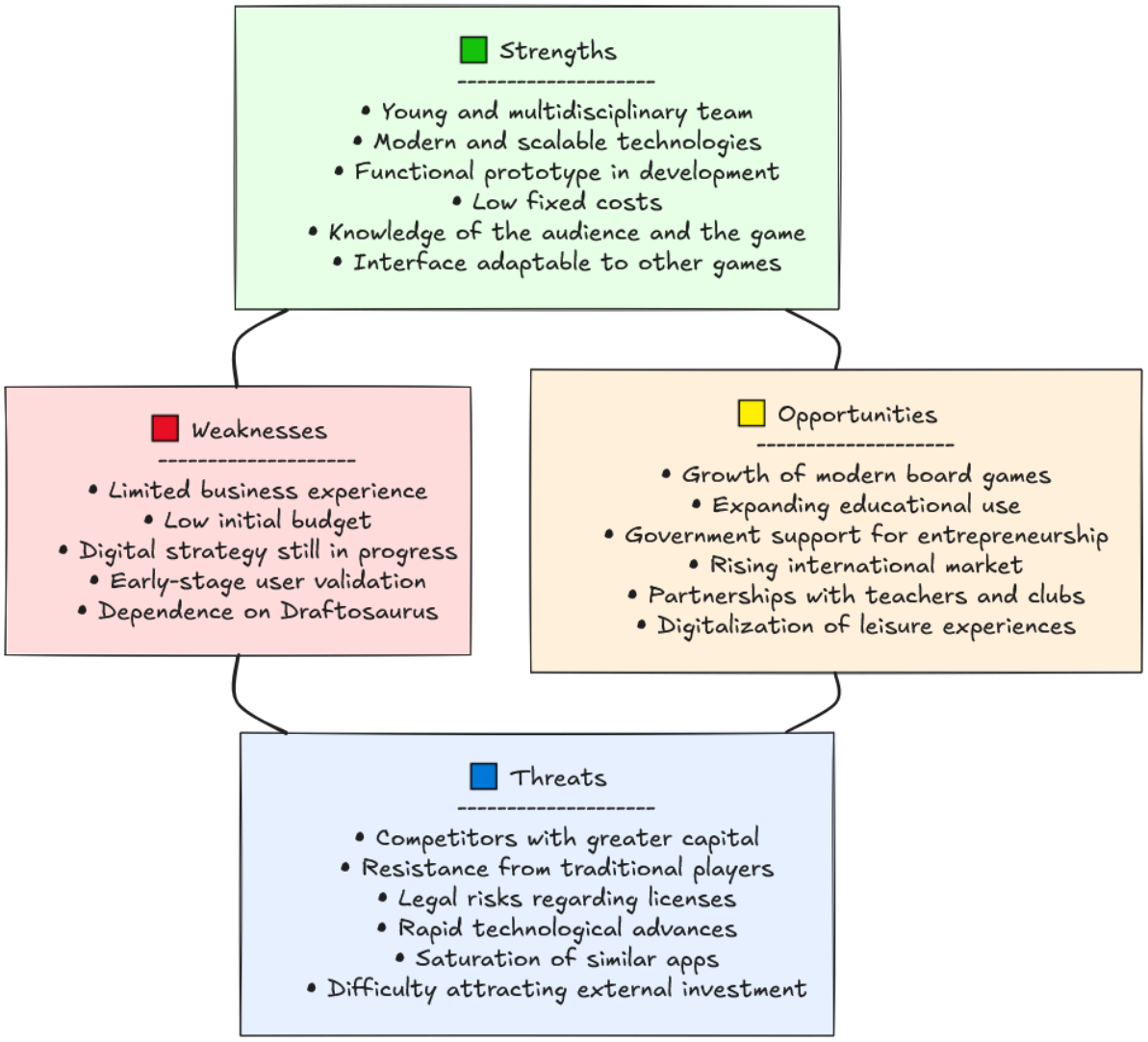
    - Example: having a young, multidisciplinary team is a strength; having little business experience is a weakness.

2. **External analysis** → Identify Opportunities and Threats.

    - “External” = comes from outside: market, laws, trends, competitors, technology.

    - Example: growth of educational board games is an opportunity; competitors with more capital are a threat.

3. **SWOT Matrix** → Organize the four categories visually (like in the diagram you shared).
   This allows you to **see at a glance** what plays in your favor, what limits you, and what the external environment looks like.


Strengths
• Young and multidisciplinary team
• Modern and scalable technologies
• Functional prototype in development
• Low fixed costs
• Knowledge of the audience and the game
• Interface adaptable to other games
Weaknesses
• Limited business experience
• Low initial budget
• Digital strategy still in progress
• Early-stage user validation
• Dependence on Draftosaurus
Opportunities
• Growth of modern board games
• Expanding educational use
• Government support for entrepreneurship
• Rising international market
• Partnerships with teachers and clubs
• Digitalization of leisure experiences
Threats
• Competitors with greater capital
• Resistance from traditional players
• Legal risks regarding licenses
• Rapid technological advances
• Saturation of similar apps
• Difficulty attracting external investment

What is the target population?

The target population is the **specific group of people the system is designed for**. It is not “anyone who plays,” but rather those who are most likely to **use, value, and spread** the tool.

It is usually defined through three dimensions:

1. **Demographic:** age, education, occupation.

2. **Geographic:** location (local, national, or international).

3. **Psychographic & behavioral:** interests, motivations, usage habits, relation to technology and board games.

Target population for the system

1. **Modern board game players (ages 15–35)**

    - **Profile:** teenagers and young adults who already play modern board games such as *Catan*, *Carcassonne*, or *Draftosaurus*.

    - **Need:** a tool to **simplify and organize scoring** without replacing the physical board experience.

    - **Value:** fast, user-friendly digitalization accessible from a smartphone.

2. **Teachers and educators (primary, secondary, technical schools, workshops)**

- **Profile:** educators who integrate games as a teaching resource.
- **Need:** tools that allow them to **record results, analyze group dynamics, and foster digital inclusion**.
- **Value:** supports gamification, strategy learning, math practice, and collaboration.

3. **Board game clubs and communities**
   - **Profile:** associations, gaming cafés, and community clubs that organize board game sessions and tournaments.
   - **Need:** a system to **standardize scoring** and make tournaments more transparent.
   - **Value:** a digital tool that adds speed, order, and credibility to events.
4. **International digital market**
   - **Profile:** users of scoring or board game management apps in regions where the modern board game industry is growing (Europe, North America, Latin America).
   - **Need:** scalable, multilingual solutions adaptable to different board games.
   - **Value:** customizable interface and potential expansion beyond *Draftosaurus*.

Marketing and Promotion Strategies

1. Promotion Strategies

JurassiDraft's marketing approach should combine **digital strategies** and **community-based actions**, in order to connect with players, educators, and gaming clubs.

- **Social Media:** Promotion through Instagram, TikTok, and Facebook, with short and interactive content (game tips, quick demos, user testimonials).

- **Educational Outreach:** Direct collaboration with schools, institutes, and universities by offering demo versions for classroom use.

- **Gaming Communities:** Partnerships with board game clubs, gaming cafés, and recreational associations that serve as adoption multipliers.

- **Content Marketing:** Blog posts, YouTube tutorials, and case studies showing how the system improves both gaming and teaching experiences.

- **Events and Tournaments:** Sponsorship or organization of tournaments with digital scoring powered by JurassiDraft, demonstrating its value in real time.

- **Referral Programs:** Incentives for users who recommend the app to new groups of players.

2. Product Sales Channels

Distribution will focus on digital channels, ensuring low costs and international reach.

- **Direct Online Sales:** Download or subscription through the project's official website.
- **Mobile App Stores:** Availability on Google Play and the App Store to reach both casual and international users.
- **Educational Licensing:** Direct sales to institutions, offering packages for schools, clubs, or universities.
- **Strategic Alliances:** Collaboration with publishers, specialty stores, and local distributors already connected to the target audience.

3. Justification of the Company's Location

The location of the company is justified by considering **access to the entrepreneurial and educational ecosystem**:

- **Uruguay** offers a favorable ecosystem with strong governmental support for entrepreneurship (ANII, ANDE, incubator and accelerator programs).
- Proximity to **educational and technological centers** (UTU, universities, incubators) facilitates validation in real contexts and the recruitment of young talent.
- Establishing the company in a **centralized area of Montevideo** ensures direct connection with clubs, hobby stores, and support organizations, while the digital nature of the product enables scalability to international markets without requiring physical presence abroad.

Detailed Contents for the Abstract

1. Context and Problem

- Modern board games are growing internationally.
- However, score tracking and game management are still done manually, which limits their potential in educational, recreational, and competitive contexts.
- There is a gap in digital tools that complement the analog experience with accessible technology.

2. Project Objective

- To develop JurassiDraft, a web-based system for managing *Draftosaurus* games.
- To facilitate the registration, control, and visualization of scores in real time.
- To create an adaptable interface that can later be extended to other board games.

3. Development Methodology

- Technologies used: PHP/Laravel, MySQL, Docker, Tailwind, and Blade.
- Modular design: user login, registration, game management, move validation, score calculation.
- Normalized database (1NF, 2NF, 3NF): ensuring data integrity and scalability.

- Early validation: pilot testing with teachers, students, and board game communities.

4. Expected Results

- A functional prototype capable of organizing complete *Draftosaurus* matches.
- Reduction of errors in manual scorekeeping.
- Improved dynamics and accessibility of the game in both educational and recreational settings.
- Potential expansion to other modern board games.

5. Relevance and Impact

- Educational: fosters digital inclusion, gamification, and collaborative learning.
- Recreational: enhances the game experience in clubs, tournaments, and gatherings.
- Entrepreneurial: creates opportunities for commercialization both locally and internationally.
- Scalability: adaptable design allows the system to evolve into a versatile platform within the board game sector.

Abstract

Modern board games have experienced significant growth in recent years, yet score tracking and game management remain predominantly manual. This limitation reduces the potential of these games in educational, recreational, and competitive contexts. To address this gap, we propose JurassiDraft, a web-based system designed to manage matches of *Draftosaurus*, a widely recognized modern board game. The project aims to streamline the registration, validation, and visualization of scores in real time, while maintaining the social and analog nature of the game.

The system is being developed with PHP/Laravel, MySQL, Docker, and Tailwind, following a modular design that includes user authentication, game management, move validation, and score calculation. A normalized database model (1NF, 2NF, 3NF) ensures both integrity and scalability. Pilot tests with teachers, students, and gaming communities will provide early validation and feedback.

Expected results include a functional prototype that reduces errors in scorekeeping, improves the flow of play, and enhances accessibility in classroom and recreational settings. The project also has potential for expansion to other board games, making it a scalable solution. JurassiDraft thus combines technological innovation, educational value, and recreational impact, positioning itself as a relevant contribution to the digitalization of modern board games.

Reflection on the Project Process

Working on this project was a long but very enriching journey. At the beginning, everything started with an idea that seemed simple, but as we began to plan and organize the work, we realized how many details and decisions were involved in creating something functional. Defining roles, dividing tasks, and keeping good communication were essential to make progress without losing direction.

As the project advanced, we faced different types of challenges. Some were technical, like errors in the code or unexpected results during testing, while others were about coordination and time management. These moments taught us that patience and teamwork are as important as technical knowledge. We learned to listen to each other's ideas, to give and receive feedback, and to stay focused even when things didn't go as planned.

One of the most valuable parts of the process was seeing how every small improvement made the project feel more real. It was satisfying to notice our growth — from the first prototypes to the final version, we became more confident and efficient. We also learned to use new tools, follow better development practices, and think critically about our own work.

In the end, this project wasn't just about finishing a task for a subject. It helped us understand what it means to collaborate, to organize a team, and to build something that reflects our effort and creativity. It made us realize that every problem can be solved if we stay curious, communicate clearly, and keep a positive attitude. More than a grade, it left us with experience, lessons, and pride in what we achieved together.

Promotional video link

Link to promotional video - YouTube

Hoja Testigo

Los integrantes del grupo certificamos que la presente carpeta contiene todo el material solicitado para la evaluación del proyecto en la asignatura Inglés, cumpliendo con los lineamientos establecidos por la institución.

FIANZA, IGNACIO

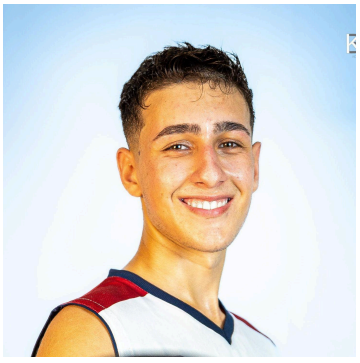
COORDINADOR

BENÍTEZ, SEBASTIÁN

SUBCOORDINADOR

FLEITAS, JOAQUÍN

INTEGRANTE 1



PAZ, TOMÁS

INTEGRANTE 2