Group 13 January 22, 2018

CI 102 Lab Section 061 Business Case

**Summary**

The project will aim to create a 2D video game using Unity engine. The genre of the video game is a side-view roguelike with the idea of incorporating puzzles or educational quizzes. The player must fight against enemy units in order to gather powerful items and survive the stage. The project is focused to release on Windows PC.

**Incentives**

By creating a video game, team members will gain hands-on knowledge in game development process. Furthermore, the project is planned with the members’ aspirations. Upon finishing the project, the members will feel the accomplishments of creating something they were interested in.

Another incentive can be public release of the video game. Team members can gather feedback and suggestions from the public to enhance their developmental skills for their future projects. Moreover, members can learn the business side of game production by marketing the product and communicating with users. It may not generate revenue from the release; however, it will be a great way to start off their portfolio. If the quality of game is exceptional, there is potential of making monetary profit.

**Benefit/Cost Analysis**

The project will generate some soft benefits because it will allow members to use knowledge gained from it for the future. Each member will obtain game development techniques, satisfaction, and potential materials for future creations. It is a great opportunity for members to get acquainted with a game engine such as Unity as well as practice programming, art design, adjusting physics, and any other skills involved with game development.

The project is estimated to take approximately six months to complete. First three months will be utilized to plan out the game, learn how to use Unity, prepare a functioning demo, and so on. Another three months will be used to polish up the game by ensuring its functionality and aesthetic.

There is barely any hard benefits involved. The game is not intended to be for profit; there was no discussion of payment schemes during the planning phase. It will actually cost the group money to do the project, in order to use Unity Team. Unity Team is a tool that enables a group to work on a project concurrently. Unity Team is priced at $9.00 per month, which may cost our team $18.00 total for the first three months, with a trial month included. It will cost an extra $27.00 for the following three months.

**Challenges**

The project comes with several challenges. First, time is required for members to learn how to operate Unity. Members will need to educate themselves quickly considering that six months can be a short timeline for developing a game, especially for a small team. Second, each member will have responsibilities other than this project for their university classes and employments. Such facts can hinder their abilities to allot time for the project, which will lead to a final product with less quality.