

## Team-B D3: Analysis

For Team-B, the initial and current development objective is the game engine (GE) component of the UU-game project. As of 15/02/2019, development on the GE component is complete and the team is now focusing on deployment of the product to the “market”. The GE component, based on the current market, is estimated to have an Uppsalines value of 80 plus any additional expenses up to a total value of 200. Additional expenses may include but are not limited to how much involvement of our team is required by the purchasing team in the integration of the GE component to their development project.

Currently, it is difficult to determine the market value of any given component due to a general lack of information regarding the competition. However, as more components become readily available for integration this estimation can potentially be adjusted. Also, regardless of any lack of information, it is clear to understand that the GE component has one additional competitor than either of the CP or GP components. Thus, increasing the demand for a competitive pricing for each of the GE components, of which our implemented marketing tactic is primarily addressing.

Of the other two components required to complete the UU-game, we only consider the CP currently necessary to purchase, while the GP can be developed by the team. The current plan for purchasing a CP is to make a deal with another team to buy and sell each component for an equal price. We aim to furthermore provide a mutual partnership between teams in this transaction with the ambition to collectively and collaboratively integrate the two components together for each team’s project. This is of course only our aim with one group as it would be redundant to implement this approach with several groups. We are of course open to selling the code of our GE as is as well, but don’t focus too much on this.

In terms of non-functional requirements for the communication platform, we like to have the option to refactor the component source code according to our needs. Furthermore, we want a meeting where the partner in any transaction presents to our team their component and answers our questions. This will help us integrate the component in our current system without being too dependent on the other team.

The aforementioned strategy is the team’s preference but, as a recourse, buying both components depending on the requirements imposed by the client will also be considered. It

is the aim to purchase both CP and GP components while selling ours to multiple buyers without high integration support. This should provide adequate financial support while, aside from assisting in integration support, enable us to only require concentrating on the integration of two fully developed components with our own component. While providing no integration support to all purchasers the market value of our GE product will remain at 80 Uppsalines.