Business Case	
Proposed Project	RageQuit No More
Date Produced	2021-09-21
Business Need/Opportunity	Video game addiction, while at times profitable, harms the players that are hooked and damages gaming communities. The desire to reduce gaming addictions is something everyone involved in gaming culture should strive for. Beyond improving the lives of those afflicted, overplay of a given game can lead to player burnout which means the player has played all they can play and move on to a different title. Alternatively, a player may remain on the game and become an increasingly detrimental presence, they can ruin other players in game experience, communicate harmful messages on community platforms, and generally belittle those around them. Tainting a game with such negativity tends to spiral, more and more players become frustrated and become negative community members. Maintaining a healthy community surrounding a game should be on the mind of gamemakers everywhere because toxic communities chase away existing players and dissuade new ones from giving a game a try. Criticism about gambling-like mechanics is terrifying to all games that employ loot boxes. If this stream of revenue is cut off, many game makers will be taking a serious hit to their wallets. By improving the well being of players and lessening gaming addictions, the chances that loot boxes will remain an unregulated source of income goes up. The business need for emotional and community wellness controls stems from the fact that players leave games that provide a negative experience. With the trends towards cheap/free-to-play and turning a profit through cosmetic sales and loot boxes this means a player is likely to spend less time in game when they could be making purchases.
Cost Benefit Analysis	
MVP 1)	**Low Functionality** <u>Costs</u> -Likelihood of non-completion 5% -Breadth of scope too low, may not demonstrate proof of concept(POC) <u>Benefits</u> -Likelihood of completion is very high
MVP 2)	**Medium Functionality** <u>Costs</u> -Likelihood of non-completion 20%

	-Lower-moderate level of functionality, will act as POC but not a thorough demonstration. Benefits -Likelihood of completion is good -Acts as adequate POC
MVP 3)	**High Functionality** <u>Costs</u> -Possibility of non-completion 50% -Breadth of scope too large for time frame -Great deal of learning required (More so than other options) <u>Benefits</u> -High level of functionality -Not only a POC but a fully deployable product.

Recommendation

Upper-medium functionality is recommended as this will be an adequate POC and demonstrate design, planning, execution, and implementation of the product. Many smaller MVP's should be used along the way in order to reach the goal, the goal should not be strictly defined in the spirit of agility but rather user stories should be used to measure success. Each subsequent MVP should be generated upon the completion of the previous MVP.