

**CS402**

**Goodbye Games: A Gacha Game**

**Project Charter**

**March 13, 2020**

**Version <1.0.0>**

## **1. Dates:**

Project Start date: 13 March 2020

Project End date: 13 May 2021

## **2. Project Description:**

This project aims to create a gacha game that will provide a constant flow of revenue to Goodbye Games. This game will be available on multiple gaming platforms in order to appeal to different types of users. So that the project can further capitalize on the available market. The U.S. market for gacha games is still under-developed and this project will capitalize on that gap. This will help project to have more profit compare to other possible rivals that may want to join to the market. The project aims to be a steppingstone for either further projects or provide a solid flow of revenue for further expansion of this project. This project will build our employee skills for our future projects in all platforms and general game design patterns and elements. This project plans to appeal young adult (17 – 30) females.

## **3. Budget:**

92% of young adult Americans own a smart phone. So, our target audience have a large access to games. Also, the market for gacha games in US is underdeveloped. Thus, the competition for gacha games is not much.

In this project 3 artists, 1 sound artist, 8-9 developer, 1 IT employee and 3 testers will work. The budget estimate for this project is:

Hardware:

- 16 - 17 computer + screen ~ 2.000 each
- 3 - drawing tablets ~ 3.000 each
- 1 - server rack ~ 30.000
- 1 - android ~ 1.000
- 1 - iPhone ~ 1.000

Software:

- Adobe 80 \* 3 \* 12
- Sound app ~ 80 \* 12
- Developer apps ~ 10.000

and a deal with a testing company = 40 monthly fee ~ 4-5 months. Which in total of 75.000\$ for hardware, 13.800\$ for software, human resources 480.000\$. Which totals to 568.800\$. The return on investment will be around 200% in 4 months. We will less money in the beginning of the project but for development and testing sections (the planned dates at the milestones table) the required amount will be more than the planning stage.

#### **4. Project Manager:**

Sinem Ozden, (607)-0000000, [sozden1@binghamton.edu](mailto:sozden1@binghamton.edu)

#### **5. Project Scope:**

The game will incentivise the users to spend more time in game which will lead them to spend more money to advance and continue the game. We plan to achieve this incentive system by giving early encouragement rewards thus, they can advance easily in the beginning but need to spend money in order to advance at the same rate compare to the beginning of the game.

The game plans to have a community forum where users can post messages and interact about the game. The forum needs to be moderated for proper usage. In the forum the announcements about will be given.

#### **6. Business Case:**

The market for gacha games at western markets are not capitalized like Asian market. The competition at the west market is underdeveloped. Also, the 92% of young adult Americans own a smart phone. So, our target audience have a large access to games. Total market cap of gacha games is more than billion dollars, this market will continue to grow and our project could capitalize on this growth.

The game will mainly profit from in-game purchases. User need to buy more gacha to advance in the game. The gacha profit model has been implemented in other games both in and out of the genre with high levels of success.

The strengths of this project are early market capitalization in the west and less competition compare to the east and it will differentiate from other gacha games in the market by appealing to young adult females, where most other gacha games appeal to young adult males. We choose this demographic because they are more consistent spenders for mobile games. This will enable Goodbye Games to make more money compare the competitors.

The main weakness for this project is that, we are a start up and our other competitors are well known and well funded. We will most likely have to more for more experienced developer and designers.

The opportunities for this project are because our company enters the market early it will be easier to make more money. We will also know the successes and failures of the Asian market in order to achieve success faster and easier.

Threats is that the Asian market is starting to enter the western market.

## 7. Project Purpose:

The project aims to be a steppingstone for either further projects or provide a solid flow of revenue for further expansion of this project. We will achieve this with continuous updates and new content which will drive more money than keeping the base game only. These content updates will be cheaper to develop than the base game. Thus, each update will be profitable.

## 8. Measurable Objectives:

- Game hits 2.000 daily user in first 2 months.
- 95% website up-time.
- 4.5 or higher rating at apple store and google play.
- 70% of first-time users are still playing the game actively after a month.
- 30% of the players making in-game purchases.

These numbers mean that our game is both well liked, has a high retention rate which will bring us around 200% ROI within 4 months after the launch of the game.

## 9. Requirements:

- The company needs to make hardware purchases like computers and a server.
- The company needs to hire experienced developers and designers.
- Releasing the product at the real date is crucial for market penetration.
- For testing on different mobile devices, a vendor needs to be found and communicated with.
- Alfa-Beta testers need to be found for proper testing.
- For organizational success we must use an agile approach for project development.
- In order to explore different risks in the development cycle our organization must provide some leeway.

## 10. Milestones:

Milestone	Start Date	End Date
Project Kick off	13 March 2020	14 March 2020
Requirements Gathering	15 March 2020	22 March 2020
Design Phase	23 March 2020	23 May 2020
Development Phase	24 May 2020	24 November 2020
System Integration Testing	25 November 2020	25 December 2020
Alfa Testing	26 December 2020	26 February 2021
Beta Testing	27 February 2021	12 May 2021
First Release	13 May 2021	

## 11. Main Project Success Criteria:

All requirements and specifications must be met and tested before the decided date of completion. Also, the return on investment must be 200% in the first 4 months.

## 12. Roles and Responsibilities:

Name	Role	Position	Contact
Selin Dinc	Sponsor	CEO	sdinc1@binghamton.edu
Egemen Inal	Sponsor	CFO	einall@binghamton.edu
Sinem Ozden	Project Manager	Manager	sozden1@binghamton.edu
Umut Cem Kayaalti	Team Member	Team Lead	ukay11@binghamton.edu
Ali Trump	Team Member	Test Lead	atrump1@binghamton.edu