VifraSoft

S.I.G.P.D.

Inglés

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TERCERA ENTREGA

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

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Abstract

Reason:

This project focuses on a game manager website to keep the tracking of Draftosaurus board game matches. It is a relevant subject since technology keeps evolving and we want to create new ways to enjoy traditional board game.

Understanding this topic is important because it allows us to modify or incorporate addons into the main game to create diversity and replayability. Besides, it has an impact on technology and society due to the adaptability of board games into websites or online platforms, changing the way people engage in such activities.

The information was gathered through the official Draftosaurus webpage as well as other websites, videos, surveys and interviews.

Objective:

The main objective of this project is to develop a game manager website that allows players to keep track of Draftosaurus board game matches while maintaining the traditional game board essence.

Methodology:

The methodology of this project is based on the **hybrid life cycle**, which bases itself on flexibility and stability. This methodology is also one of the best for complex technologic and infrastructure projects.

Project Stages:

- First, the topic was researched through online sources such as the official Draftosaurus webpage, videos, surveys, and the official project requirements.

- Second, the requirements for the game manager project were identified and placed into a trello which we used to organize ourselves.

- Third, the system was designed and implemented using development tools and technologies such as **PHP**, **CSS**, **HTML** and **JAVA**.

- Finally, programming and testing were carried out to receive some feedback and make the changes needed into the application.

Result:

Relevant Findings

The research showed that traditional board games can be adapted to digital platforms, making them more accessible and different from the usual.

about draftosaurus

- It was found that Draftosaurus has strong replayability potential, and that players are interested in tools that allow them to track and compare their match history (less work made by people, brings more desire to keep playing)

user experience

- Surveys and interviews showed us that players value simplicity, clear design, and customization when using digital tools for board games. This is valuable info for our project creation criteria.

making it digital

- Board games can benefit from digital tools that extend their usability and encourage players to interact in new ways.

- Digital platforms can increase accessibility, allowing remote players to share the same experience.

Final Product

As a result of this project, a functional game manager website was developed to keep track of Draftosaurus board game matches

Conclusion:

Explanation

The project is about a website to manage and track Draftosaurus board game matches, offering features such as saving results and global rankings.

overall conclusion

This shows how traditional board games can be successfully adapted into digital platforms, making both replayability and user experience way more enjoyable.

Business location

- **Address**: Center of Montevideo, neighborhood “Punta Carretas”.
- **Local type**: Oficina.
- **Aprox. Size**: (ej: 240 m²).

Why did we choose this location?

- Clients/providers access.

The business will be located in the **Punta Carretas** neighborhood, in Montevideo. This zone has the characteristic of having a **high level of security** and disposal of a **favorable clientele**. Which results are attractive for the commercial proposal. Also, the neighborhood has various services, commerce and transport which facilitate the arrival of clients and disponibility of providers.

- Proximity to public transport

As mentioned before, the transportation eases the arrival due to the big amount that goes through the place/destiny. (Aprox. 7 Buses)

- Security of the zone

Punta Carretas is characterized for being a residential and peaceful neighborhood. Its privileged location, near “La Rambla”, “Parque Rodó” and the shopping Punta Carretas, bring attractives which generate activity in the zone.

Where it could be at. (click here)

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Environmental Analysis

Macroenvironment (PESTEL)

- Politics-Legal.

The companies must count with municipal qualifications to operate legally, besides of meeting the specific regulations of the category, like security norms, sanity or commerce. These exigences grant a good business activity to develop in a safe and in accordance with current legislation.

- Economic

Punta Carretas is a residential zone of a high socioeconomic level, with an elevated density and commercial presence.

The average monthly rent in Punta Carretas is between the highest in Montevideo, estimating about **$24.700** and even more than **$46.000.**

The commercial locals have very high prices, some of them like:

USD 2.000 + extra bills (~50 m²).
USD 6.000 to USD 8.500 monthly for big locals (200 – 350 m²) in front of the shopping center or the main avenue.

alternatives like two floors (200 – 250 m²) with rent of about **$240.000–250.000**

- Sociocultural

Punta Carretas consumers are mainly families and professionals of high acquisitive power, who prefer quality, security and good products. They are exigent clients, which can pay more for goods and services of quality, which brings international brands and business of premium items.

The usage of credit cards are about 60% of the transactions, showing a consumer with solid financial access. Besides, they have innovative proposals, like fairs, pop-ups and design spaces, orientated to a modern and personalized consumer.

- Technological

With consumers used to the use of online platforms for purchases, reserves and payments, the neighborhood has an ample coverture of Wifi and connectivity services, which eases the incorporation of tools like e-commerce, delivery, social media and electronic payment methods. The business of the zone usually use management applications, digital marketing and fidelization systems, which reinforces the competitivity and modernizes the clients experience.

Market Study.

- Clients/Consumers

The objective public are kids and adults between 7 and 25 years (they could be older). With interests in strategic games, familiar entertainment or socials. They usually inform themselves about games in social media, online communities and specialized shops.

- Distribution Channels

Because it's a web, it has access almost completely to any person who has the internet, besides being capable of promotions via social media and/or ads.

- Opportunities

There is a lot of interest in thematic game boards, with innovative mechanics or rules that get out of the ordinary. It can be different, offering original illustrations, quality components or digital complementary versions which boost the playing experience. (like in our case, a game manager)

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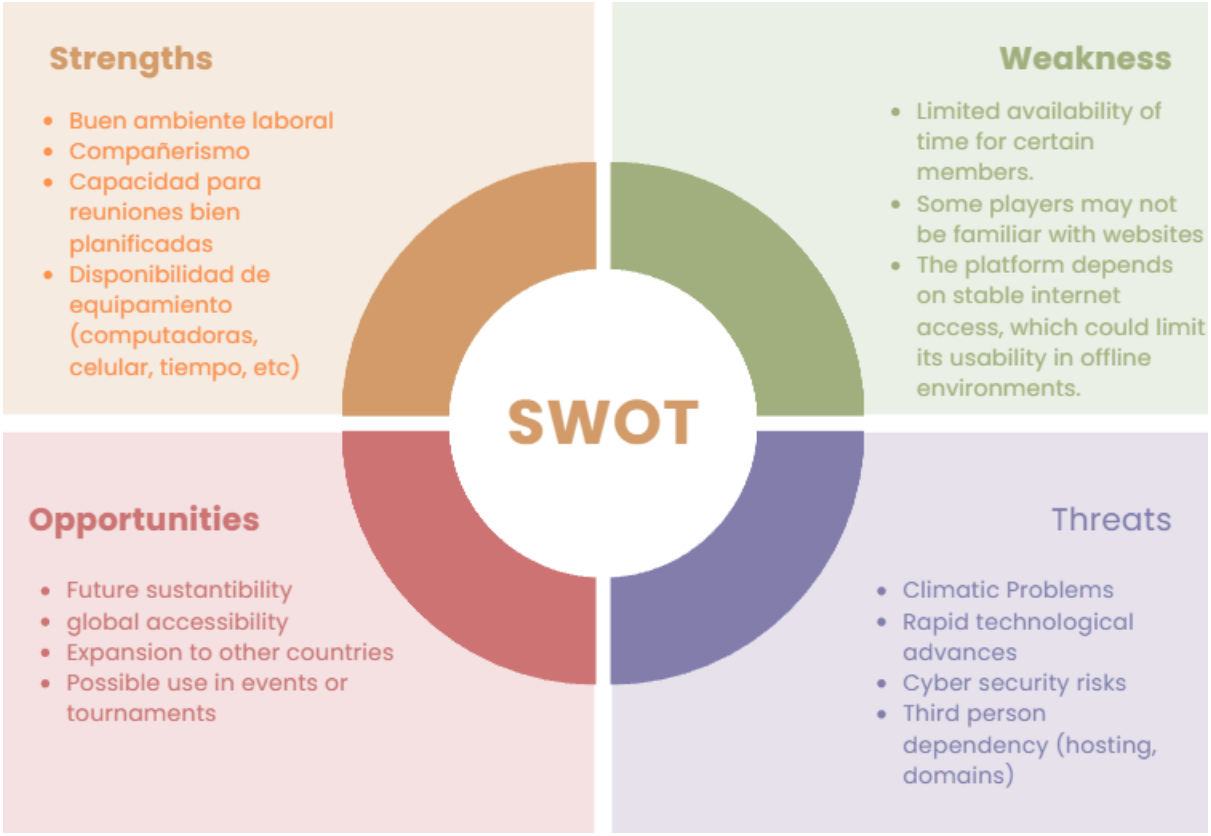
SWOT Analysis



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¿In which scenarios would the page be useful?

The website would work as an auxiliary tool in diverse scenarios, mainly in local matches between friends who play with the physical board game and need a little help with the availability of consoles, check rules and the automatic add of points. Also it will be used in educational or recreational environments to ease the learning. In tournaments or competitions it works as an easy way to have an ordered control of the results, in individual practices it could help a player to explore tactics and mechanics in a digital way.

¿Was there one before?.

Yes, there are a ton of game manager websites, online platforms use them to have a control of games, statistics registration, apply rules and calculate points automatically. (for example, esports tournaments managers, digital game board websites or classification systems in multiplayer matches)

¿Has it worked?

Yes, these systems have always worked because they accomplish the goal: ease the organization and follow-up of matches, reducing human errors and making the playing experience fluid.

¿What made it work?

- The automatization of processes (match registry, points calculations, rules applyment).

- A clear and intuitive interface, which eases the use without the need of advanced knowledge.

- The right technologic support (PHP, MySQL, JavaScript or other web frameworks).

- The validation of rules and results, which guarantee fair and coherent matches.

- The possibility of saving and consulting previous matches.

Marketing Plan.

Marketing goals:

- Positionate the platform as the preferred management tool for game board regional games, which would let us integrate ourselves in a global market.
- Have at least 1500 manager users in the first 2 months.
- promote its use and the community around the game through events.

Marketing Strategies (4 P)

Product:

- **Digital platform which manages matches, scores, rankings and tournaments.**
- **Additional functions**: players profiles, statistics, events notifications.

Price:

- **Payment version**: free basic access and premium functions through monthly subscription.
- Possibility of discounts or promotions for groups or local game clubs.

Place:

- Download and use through websites and mobile devices..
- Collaboration with different brands/stores of games to incentivize the application.

Promotion:

- Ads on social media (Instagram, TikTok, Discord, etc).
- Organization of tournaments and presencial events to make known the app.
- Influencers or streamers of a variety of games to test the platform/website.

Schedule

- **First months:** beta release, promotion in social media and getting into contact with certain individuals.

- **Half or further into the year:** first in person tournament, feedback recopilation from users and opinions.

- **year or more:** apply the received feedback and upgrade the range of reach.

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The whole process

1. ¿Which was the plan?

- The main goal is to create a match management app/web for a board game called Draftosaurus. Our first plan to start this process was to give each one of us a part of the project, then merge all of them in a single one, this way everyone had a role in it.

2. ¿What really happened?

- Positive
    - It really depends on the subject, on some of them it was actually very easy to accomplish the requirements such as Software Engineering, Entrepreneurship & Management or Sociology, mainly because it was relatively straightforward with their requests/questions, such as “make this diagram”, “which are the main services?”, “Why is this project important?”, etc.

- Negative
    - We didn’t actually flawless it, we fought a lot of issues, some of them severe or just small ones we could avoid/mitigate, such as not having an actual teacher for one if not the most important subject in the project, the institution not being able to print the 3D consoles or outside activities taking way too much time. But they aren’t all just outside the “project”, during the process of coding, making the visuals, documenting everything for the not so important subjects, backend, frontend, etc., we engaged with problems we couldn’t fix till we spent a prolonged time researching/asking IA.

      Programming was actually the subject which gave us the most amount of issues due to its complexity with the integration of the “Laravel” framework.

3. ¿How did we solve it?

- Pretty simple, most of our issues or small bugs could be fixed by asking **IA** about it since there was no available teacher at the moment. Sometimes we did watch videos, but they're not as precise and didn't give us the straight answer we needed.
  But it wasn't all just IA behind our actions, we actually tried by ourselves via logical thinking or just testing all the different options. IA was our last resource to desperation.

4. ¿What did we learn?

- We learned to actually have a plan before doing anything. Nothing ends well if you just launch yourself into coding or making without a proper planification behind.

- If I had to do this project again, the first thing I would do is start off with a roadmap with the steps I'd follow to finish the hard ones first.

- Besides learning new things, we also acquired experience on top of our base knowledge, such as our own discovered methods to make things quicker or efficient.