

1 Narrative Charter Statement

1.1 Project purpose or justification

Project purpose:

Make a replica of a mobile game: Township

Importance:

1. This mobile phone has great achievements: the number of loyal users and longer operation time (By November 2017, the game had been downloaded 120 million times, with more than 3.5 million people playing Township every day)
2. It connected the game with Facebook/social media, which expand its users and gain free and effective ads in the “friend circle”.
3. It across countries among the world with cross-cultural.

Critical issue: It could make a Chinese version of "township" with predictable success.

1.2.Measurable project objectives and related success criteria

Objective	Success criteria
We will launch a new mobile game that costs no more than ¥2000K in 6 months with Net income or into the top 300 in 6 months	Marketing campaign expenditure is ¥2000K or less.
	The campaign launches on 1 February 2021
	Could win 45k/day

1.3High-level requirements

- 1) provide a township kind of mobile game
- 2) could win subsistence expenditures for the team to develop the next game
- 3) could build a team brand and keep some loyal customer

1.4 Assumptions and constraints

- 1) costs no more than ¥2000K --renting a house in suburban areas of Beijing to combine office and staff dormitory
- 2) finish in 6 months--hiring high ability engineers, artists, and other staff, and pick a few elements of township

1.5 High-level risks

- 1) Employee's sudden resignation
- 2) Project building needs more time
- 3) Creativity is stolen

1.6 Summary milestone schedule

- 1) Team building
- 2) Project building
- 3) Test pass
- 4) Online preparation
- 5) Launch

1.7 Summary budget

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