

Appendix A

Appendix: Tracking Homework Assignments

1 HayDay Assignment

Lesson objectives:

- Introduce product tracking and instrumentation.



1. Download HayDay, a mobile application, from either the Android or iOS store.
2. Play the game's first 20-30 minutes, please write down the first 50 actions that you take within the game. Note that the 50 actions will probably take much less than 20 minutes.

3. Answer the following questions:

- (a) How does HayDay make money?
- (b) Did you enjoy the game?
- (c) If you were in charge of HayDay and had to make a dashboard showing 5 important, daily numbers, what would those five numbers be?
- (d) Did you spend money on the game?

Each person should turn in (hard-copy) a write-up making sure to include the first 50 actions taken and the question answers.