

ESCAPLE BUSINESS CASE

SUBMITTED TO	Joseph Mathew	SUBMITTED BY	Tarandeep Singh
TO THE ATTENTION OF	Managing Director	POINT OF CONTACT	Project Manager
ADDRESS	Euro Games Groups	ADDRESS	KKAT Developer Group
PHONE	+3445664646	PHONE	+6047234536
EMAIL	Jos@eurogames.com	EMAIL	Taran.s@KKAT.com
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REASON FOR THE PROJECT

Describe why the project is needed, problems with the current situation, and why a change to the status quo is required. List the features, technology, equipment, benefits, and competitive advantages of this project.

Wordle is a very simple puzzle game that became incredibly popular fairly recently. It has spawned a lot of clones that change one or two things, but rarely add anything new to the formula. Escaple has the user input a set of moves to solve a dungeon puzzle, something new and exciting! Escaple will follow the same basic formula of Wordle: that is, a relatively simple puzzle that changes every day, can be completed in under 5 minutes, and makes it easy to share with others. Escaple will go a few steps beyond while remaining faithful to Wordle's formula in the hopes that it becomes a part of peoples' daily routine much like its predecessor.

OPTIONS

Describe briefly the different options for completing the solution. For example, to design a brochure, you could use templates from a word processing package, hire a designer, or design it yourself using clip art.

Escaple is a very simple project with very few dependencies or things to maintain. Since it is so simple, we plan to create the project from scratch using our own skills with regular HTML, CSS, and JavaScript, and due to the light load of this project, the servers and databases required to host Escaple will be rented from third party providers.

BENEFITS

Describe anticipated improvements from the project. How can this project help the organization? For example, if we buy a license to a desktop publishing program, do we save on outsourcing our newsletter design?

Escaple will be created following a proven formula, and much like the game it was inspired by, has the potential to become a regular part of many peoples' daily routine. Even if Escaple does not have the longevity of its predecessor, should it garner a reasonable amount of success for a time, it would help build a reputation and could generate interest in future, typically larger projects.

COSTS

How much will the project cost? Include contingency costs to cover overruns for risk events. Include ongoing maintenance and operational costs for the project.

Escape is very simple and lightweight, so it will require a very small team of developers working in their spare time or time between larger projects a period of less than a month to complete. In order to fund the developers, we have set aside a budget of \$800, with another \$20/year allocated for domain costs and \$60/year for server costs.

RISKS

Describe the risks to the project, such as extra costs and more work than anticipated.

As of yet, the implementation of many features of Escape has not even been considered, so there is a moderate chance that some of these features may be much harder to implement than anticipated.

Since the team is so small, the absence of any member of the team will lead to major delays.

A requirement of this project is to make the game fun. While making the game fun is not expected to pose much of a challenge, it may be difficult to maintain the simplicity desired in doing so.

Our team has little experience with databases, so the implementation may be much slower than expected.

SCHEDULE

Indicate how long the project will take, milestones, and how long before the benefits become apparent. Also, note if the time buffer is included in this estimate.

The project will take under a week to build a functional prototype and less than a month to implement the remaining features. The first milestone will be the aforementioned creation of a functional prototype, which will be the main draw of the website. Other notable milestones include the creation of the UI, adding the ability to create new levels, and implementing the ability to share your results via tweet.

ASSESSMENT

What are the costs of not doing the project? For example, will the newsletter be suspended indefinitely? What happens if the project isn't undertaken? Can the organization afford the project?

Wordle is still fresh in the minds of many people, and not undertaking this project would mean missing an opportunity to capitalize on a trend. As stated above, this project is following a proven formula and has very low upkeep cost, so beyond the initial development cost, Escape is incredibly cheap and can certainly be afforded.

RECOMMENDATION

Sum up and recommend why the project is a good idea.

As stated in the assessment section, this project is a good idea as it is low risk, but still has the potential to bring comparatively great reward. While it won't be the next big thing and spiral into a million dollar franchise, Escape could become a part of some peoples' daily routine, and its uniqueness makes it more likely to remain in the minds of even those that lose interest early on, and should the project prove to be a failure, it can always be abandoned at a moment's notice without losing a notable amount.