“Bandwagon” Requirements

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# **Introduction**

**“Bandwagon”** is a sports trivia game that I decided to create as a personal project to explore multiple different technologies and strengthen my portfolio. The basic idea behind the game is to use sports facts and match data to challenge sports fans and determine if they really know their favorite teams and players, or if they are just a “bandwagon” fan (one who only follows the most popular/successful teams). Ideally, the game will perform similar to other popular trivia games like Trivia Crack or Kahoot!, but with a unique feature of labeling the player as a “True Fan”, “Dedicated Follower”, “Casual Viewer”, and “Bandwagon Fan” based upon the number of correct answers, how fast they were selected, and how recent in history the question’s content is. To make the game more accessible for players and easier to check for correct answers, each question will have 4 answer choices accompanied by a brief timer. Now that Bandwagon’s general idea and purpose has been discussed, we can move on to the business or aspirational goals of the project.

# **Business Needs/Goals**

Traditionally, a project of this nature would need to determine a revenue or growth model that could relate to the business or company contracting the project; for my uses, this project will serve as a demonstration of my current skills and allow for practice with new technologies and techniques. For the sake of practicing all facets of the software development lifecycle, I will identify and explain some basic business requirements that could pertain to a project like this.

## 1 Project Objectives

As with any project, there are some basic objectives that will need to be met to justify the creation and existence of the product. Each objective has a direct effect on the profitability, marketability, or sustainability of the product, so they are all of equal value. Failure to meet any of these objectives would result in an overall failure of this project.

### 1.1 Accessibility

The “Bandwagon” product must conform to accessibility standards for both legal and market-share interests. The more consumers that can use the product, the more potential revenue and ad-sharing there is to gain through the existence of the product. Due to the presence of other trivia games, making this product as accessible as possible will also help with capturing and maintaining some market share. Following accessibility standards should be ultimately attainable with minimal issues by the project’s deadline.

### 1.2 Marketing

To capture the most diverse and engaged audience, sports fans should be the primary focus in the marketing strategy. Being a trivia game, “Bandwagon” is competitive by nature and will naturally entice fans by allowing them to test their knowledge of their favorite or even rival teams. Sports are a cultural cornerstone in most countries, meaning there is no shortage of potential users to target and market toward. Sports fans of all ages can be included in the campaign; with sports being played from junior to senior levels, there is no demographic that specifically needs to be targeted more than others when it comes to age. Additionally, there are no income, race, or occupation factors to consider because there is no correlation between these markers and interest in team/competitive sports. For regional marketing campaigns, it will be most effective to utilize images and promotional videos of locally relevant teams that are popular, and the winningest teams should be featured most prominently. The largest challenge faced by marketing will be securing rights to use team names, imagery, and players in promotional material. Marketing should take a wide approach from magazine/newspaper ads to television commercials and interactive YouTube ads, and everything in between.

### 1.3 Market Share

Due to the saturation of trivia games, there is no hard target for market share. A tentative window of **1 year from official release** will be employed to monitor the growth and relevance of the product. If the product has not been able to prove profitability (or at least break-even) potential by the time this window expires, then the product will be deemed a failure. Considering the sheer number of potential consumers that are interested in sports, the product being unable to draw enough interest to justify existing would be nothing outside of a total failure and a net loss for the business.

### 1.4 Revenue

Being a modern product costing time and resources, “Bandwagon” will need to produce revenue to be worth supporting. Advertisement spots shall be utilized to minimize cost to users and allow for passive revenue in the product. Nearly every product, especially those that are free to download, sell ad spots at an effective rate. To keep users engaged with the product, the use of these ad spots should be injected at intervals (to be defined in the design) that will fulfill financial requirements while also keeping users satisfied with their experience. As with the Market Share concern, a **1-year window** will be implemented for this product to show that it is financially viable and a worthwhile product to carry and support.

### 1.5 Legal and Licensing

Because the creation of the product involves the use of data collected by outside sources and names, images, and titles either protected or trademarked by other entities, it is imperative that the proper rights and provisions are obtained to avoid legal issues. Careful and accurate research and discussions must be had with the necessary bodies to make sure that all data and assets utilized in the creation of the product are obtained fairly under the law. In the best case, partnership deals or mutually beneficial collaborations can be organized with any number of teams or sports bodies, which would open more opportunities for revenue gain and product exposure. Through the course of the product’s lifetime, there must be no legal breaches that could leave the procuring company in position to suffer major losses; if at any point this product is associated with a legal issue that stems from improper use or initial setup of the product, then it will be terminated. Protecting the relevant parties from lawsuits or other detrimental outcomes is the number one priority, and this product is no exception to that value.

## 2 Project Scope

The scope of this project will be defined by the minimum required features and the timeline that it shall be completed within. The timeline will initially be set at **18 months** of total development, giving a plentiful cushion for securing the proper legal clearances that may be needed, creating strong and effective marketing for the product (with or without associated sports players’/bodies’ involvement), and of course development of the product. Any flexibility of this scope is entirely up to the stakeholders’ discretion, with the caveat that any shortening of the timeline should only be the direct cause of being ahead of schedule in the extreme sense, or a reduction in required features that could shorten the time needed to develop the product. It should also be noted that any increase in the scope of the project will require an accompanied increase in the cost and timeline of the project, unless the project is ahead of schedule and can fit any additional features under the set timeline.

### 2.1 Communication

With the amount of legal involvement and the flexibility left up to stakeholders, it is important to highlight how important internal communication must be for this project. Developers need to be in contact with project managers and other stakeholders to ensure that they are not putting anyone at risk with a potential feature or feature behavior, and stakeholders should make it the top priority to quickly and effectively communicate any changes to the project to the appropriate personnel. Breaches in the communication chain will be reviewed and punished appropriately; withholding information or neglecting to communicate a dire issue that needs immediate attention will be grounds for severe punishment, including termination of employment. Any disciplinary actions will be discussed and reviewed by management and the stakeholders relevant to the project. Project Managers and other supervisors will need to conduct routine check-ins with the development team and follow-up on any issues that are brought forward. Failure to comply with these standards will result in similar judgement to the cases above.

### 2.2 Minimum Features

The features defined here will identify the minimum product features that will need to be included upon the launch date to constitute a complete and satisfactory product. Anything less will be deemed a failure; anything more will be graciously accepted, so long as the minimum expected features are present. Each feature mentioned will be touched on briefly and expanded in more technical detail in the Functional/Non-functional requirements section of this document.

### 2.2.1 Online Connectivity

The “Bandwagon” product will need to be capable of online connectivity to support future updates and maintenance and allow the game to stay current with team stats and match facts.

### 2.2.2 Account Creation

Players should be able to **create** and **manage** a simple player profile to show off their knowledge or their performance in previous games played. Having verified users will increase the integrity of the competitive aspect of the game, and making player stats visible will let players back up their trash talk with real figures.

### 2.2.3 Game Sessions

Games should consist of **1 or more players** and feature at **least 20-25 questions** for more concise scoring and a relatively quick pace-of-play to keep players engaged and ready for the next game. Games should be limited to 4 players initially, but there needs to be room to adjust the number of players if the product becomes successful and demand increases. After all questions have been answered, a winner should be identified, and each player should be labeled based on their scoring range (from “bandwagon fan” to “true fan”).

### 2.2.4 Platform Availability

The product should be available to play on all major platforms (iOS, Android, Windows, macOS, Linux, etc.). Making the product accessible to more potential users, regardless of device, will make reaching the target goals for market share and revenue even more achievable.

### 2.3 Timeline

The product will have a strict deadline of **18 months** from project onset, with monthly meetings with stakeholders, managers, and the development team to maintain communication and consistent development of the product. If stakeholders choose to request an additional feature be included for the product’s launch, then the delivery deadline will be adjusted; features that can be added after the initial launch will have no bearing on the delivery deadline but will come with their own expected-by dates. Should the project be delayed by circumstances outside of stakeholder or development member control, the deadline will be adjusted accordingly and the necessary extensions to what the team is currently working on will be implemented.

## 3 Schedule and Deadlines

The schedule/deadlines for this project are flexible for some targets, but firm for others. Each deadline’s flexibility will be indicated, as well as the expected shippable product. Once again, stakeholders can play a part in the maneuverability of each of these scheduled deliveries, but a consensus agreement will need to be reached before any official changes can be made.

### 3.1 Minimum Viable Product (MVP)

The MVP for this project will need to be completed within 3 months of the initial kickoff. What the MVP must consist of is up for the development team to define, but it will need to demonstrate some baseline functionality of the basic gameplay pattern. This means that stakeholders should be able to see what the MVP can currently accomplish and how the development team will be able to add functionality throughout the project’s lifespan and eventually reach the desired final product. Depending on the stakeholders’ satisfaction with the MVP, a follow-up demonstration may be necessary before further development on the project can proceed.

### 3.2 Quarterly Meetings

Every 4 months after the project’s onset, there will be a Progress Meeting that must be attended by all personnel and stakeholders relevant to the project. During this meeting, successes and challenges in the project’s development will be discussed, as well as progress on current features being implemented, bugs found/resolved, testing performed, and verification of any required features that have been implemented since the previous meeting. These meetings will provide an opportunity for everyone to stay in the loop on general progress and give everyone a platform to raise concerns or highlight areas that have received enough/not enough attention.

## 4 Stakeholders

# **Functional Requirements**

# **Non-Functional Requirements**