“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.

### 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 1.5 years 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.

# Functional Requirements

# Non-Functional Requirements