Gregory Pierce Research

* Founder of Genius Create
  + Non-profit organization striving to nurture the spark of genius in young minds
  + Created to solve the problem of greater involvement and success in the science and technology fields
  + They create classes, hackathons, and other events for kids to learn about technology
* 20+ years focused on development and deployment of pervasive consumer technologies
  + He will focus on the coding aspect of the game
* Wrote a book about Unity iOS Game Development
* Stellar Cartography
  + <https://www.youtube.com/watch?v=QlnMxOOwDFE&feature=youtu.be>
  + His demo for the activity
* Worked for Bethesda Softworks, Time Warner, Razorfish, and US Department of Defense
  + TimeWarner
    - Multinational mass media and entertainment conglomerate
    - Time Warner Interactive developed video games but unsure if he was in that division
  + Razorfish
    - Was one of the world’s largest interactive agencies
    - Provided web development, media planning and buying, technology and innovation, emerging media, analytics, mobile, advertising, creative, social influence marketing and search

Target Audience

* Any children in 2nd to 5th grade
* Can open up to children who do not speak English by making different scripts for each language
  + There are only two scripts (As of now) anyways so it can be translated easily
  + French
  + Spanish

Competitive Analysis

* <https://www.brainpop.com/games/circuitconstructionkitdc/>
  + Free
  + 3rd to 5th grade
  + No instructions
  + Includes resistors and switches
    - Something that we don’t but could add to make the educational part more accurate
    - So player would have to make a complete circuit more accurately
* <http://www.learningcircuits.co.uk/learning.html>
  + Boring
  + Instructions not clear
* <http://www.cleo.net.uk/consultants_resources/science/circuitWorld/circuitworld.html>
  + Similar to our 2d scene but has more things
* <http://www-g.eng.cam.ac.uk/mmg/teaching/peterstidwill/interact/resources/siliconspies.htm>
  + More of a spy story
  + A lot of educational text instead of work
  + Quizzes the player to see that they are paying attention
  + Doesn’t feel like a game
* All of them are online and on PC and free
  + So what makes our game good enough that we have to charge people for it?
  + Intersection between story driven game and educational game
    - Wanted to teach them a baseline of electricity
* Physical electricity lab kits
  + Outdated
  + $34+ for just a single one
  + If broken, needs to be replaced
    - So many items that can be easily lost
  + Level design!!!
    - Can add more features

Risk Analysis

* Unavoidable risks
* Lack of clarity of what everyone is doing