Georgia Tech | **College of Computing**

Feasibility Study for "Dying for Die"

Version 0.0: [6/13/2021]
Team: [Dying for Die /1]

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1 Executive Summary

There is a large opportunity of growth in the online board game marketplace that the team wants to take advantage of. There is an expected growth of $1Billion over the next year in the online board game industry. "Dying for Die" will bring a unique medieval experience into the world of online board games. We need to take advantage of the opportunity to participate in this growing industry as the risks of pursuing the project are low. The project will be able to utilize existing technologies keeping the developmental costs low. The time needed for this project is also relatively low. This leaves the team in a position to take an opportunity on developing a unique online board game experience and provide customers with the medieval theme they desire.

2 Description of Products and Services

As the world is moving towards being more digital, the traditional board-game is often left behind. It is time that the board game went digital as it offers the ease of use with point-and-click, instead of the traditional rolling dice, moving game pieces, keeping track of paper currency etc. Delays and arguments will lead to a less satisfactory game experience. Further by going digital, new content can always be added to the board game, thus providing the players with constant excitement with each update. As a result, we provide a new offline board-game, "Dying for Die" being developed in the medieval theme. The medieval theme was selected as there are currently only a few board-games in the genre, especially with respect to games that went digital.

3 Technology Considerations

The board-game development does not require any advanced technological capability, thus keeping the risk low. We plan to use well established modules such as JavaFX and SceneBuilder to develop the user interface, and so do not require any extra developmental costs. We will use GitHub as a repository for team collaboration.

4 Product/Service Marketplace

Since the start of the covid-19 pandemic, the digital board game industry reached a value of $11Billion in 2020 and is expected to grow past $12Billion by the end of 2021. Due to the rapidly growing industry and unsaturated market, it is expected that a new online board game will bring in enough customers, especially with the incorporation of the unique medieval themes. The only well-known competitor would be Digital Monopoly. However, it lacks the unique medieval themes that we intend to utilize.

5 Marketing Strategy

The marketing strategy is largely provided by the uniqueness of the game, offering digital entertainment within a medieval realm. Going digital helps produce realistic scenes of medieval times,allowing us to create a marketing video showcasing the ambience and gameplay. Furthermore, for our initial customer base, we plan to reach out to internet-based board game communities (especially those interested in a medieval theme) and showcase our product to them. This initial group would also provide for good Beta testing.

6 Schedule

The "Dying for Die" project is expected to take approximately two months from the project approval date to the launch of the "Dying for Die" project. The following is a high level schedule of some significant milestones for this initiative:

May 31, 2021: Initiate project
June 4, 2021: Project kickoff meeting
June 13, 2021: Project proposal completion
June 27, 2021: Milestone 2 completion
July 11, 2021: Milestone 3 completion
July 25, 2021: Project launch

Upon approval of this project, the assigned project teams will create a detailed schedule to include all tasks and deliverables.

7 Findings and Recommendations

Based on the information presented in this feasibility study, it is recommended that the "Dying for Die" project be approved and the team moves forward with the project.The findings of this feasibility study show that the "Dying for Die" project will be highly beneficial to the team and has a high probability of success. Key findings are as follows:

Technology:
- Will utilize existing technology which lowers project risk
- Once in place this technology is simple to operate and maintain
- No additional costs will be needed from technology

Marketing:
- "Dying for Die" can expand customer base beyond geographic areas through online board game communities
- "Dying for Die" is able to differentiate itself from other online games by utilizing quality medieval themes
- The uniqueness of the game will be showcased in a marketing video
- The marketplace for online board games is in a current state of expansion