



GameFront

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Prepared For Thomas Underhill

Written for Jonathan Ng

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Jasmit Tamber

Executive Summary

Mission Statement

GameFront is a game service launcher by gamers for gamers. In this turbulent time of video game exclusives, enthusiasts are feeling the burn of being forced to use an underdeveloped or unsupported launcher for a variety of the most popular releases or prolific indie titles. Our service aims to fix this growing dissonance between gamers and their games by creating a universal launcher, from which, they can access all of their games from one singular place. Our company prides itself in putting the consumer first in an industry that has all but forgotten about them by providing the convenience they want in a world demanding their attention at all hours of the day. Our platform strives to have all the basic necessities and more to provide gamers with an enjoyable user experience while they relax after a work day.

Marketing

Our marketing plan has significant ties to the gaming community and intends to provide a solution to the excessive amounts of launchers that plague the current gaming landscape. Our launcher aims to have a variety of games from different publishers and retailers allowing their business practices to thrive while preventing outrage from consumers having to use a poorly developed launcher. As such, our launcher will offer a monthly subscription type service for those who wish to support us directly which will provide exclusive features such as price matching amongst the various stores such as Steam, Epic, GOG, etc, detailed analytics regarding the popularity of a game, and exclusive deals. For those not inclined to pay up front we will provide a free version with advertisements built in to get people to try out our service. Furthermore, we will have popular YouTube streamers try out or sponsor our services such that word is spread fast throughout the gaming community.

Financial

GameFront will raise the necessary funds for the project by appealing to private investors as well as other public/private companies regarding potential investment. In exchange for their investment we will provide free premium accounts to all of their employees in addition to exclusive ad space on our public platform that will allow for better networking between different sects of the gaming community. Initial investment must be at least \$100,000 and those who invest more will have more space for ads on our public launcher. Taking into consideration the growing trends of the gaming market we feel that, even if our launcher takes time to develop, the industry will continue to be led by publishers and platforms attempting to lock in customers with

exclusives. Thus, when our service does launch we expect immediate profitability as companies will want to quell the intense backlash from their business activities by consumers.

Industry

The video game industry has never experienced a bigger boom in business than currently, with an approximate \$30.4B generated in revenue, and an outstanding 24.5B individual game units sold in total. Gaming is also becoming more popular with an astounding 60% of all Americans playing video games for at least 3 hours a week with 78% of the community being men in their late 30's with women over 21 making up 33% of the community. GameFront intends to grab this audience's attention by making their already hectic lives more convenient and make gaming fun and accessible to the whole family.

Core Values

GameFront believes everyone deserves to access to all their PC games from one place. Creating a simple one stop shop environment is our key to success. Our company wants to bring a solution to the hassle that plagues other gaming platforms. We created this website and launcher to bring different parts of the online gaming community together. GameFront will build a positive experience for the community through our universal launcher. We intend to bring the PC gaming community together like never before, by instituting our core beliefs into our business practices.

Our Philosophy

At Gamefront our main focus is to build integrity within the gaming industry by providing our customers with the most secure and efficient service the industry can offer. We are driven to give customers endless online gaming with accessibility and simplicity. Our success is no accident, we have the most subscribers out of any online gaming website, with five-star reviews. Our company has been awarded with most friendly user online gaming community three years in a row. GameFront is the leader in gaming accessibility, and our customers have access to over a thousand unique titles. However, we are still striving to be even better and include many user requested features such that we will attract the rest of the gaming community to our service.

About Us

GameFront is a video game website/launcher that was created by six individuals from the University of California, Riverside. Our purpose in bringing GameFront to life stems from an online gaming industry that has made playing PC games an increasingly difficult and divisive

experience. By introducing GameFront to the gaming industry, we will bring the practicality and simplicity that has been missing from the PC for years. Furthermore, we want to bring an enjoyable experience to our customers which include: access to an array of games that previously have been provided across multiple launchers, comprehensive price checking, and unparalleled user enjoyment and security. Our goal is to deliver the exceptional service that gamers are looking for as they play on PC and enjoy a more polished system.

[Company Website](#)

<https://gamefront722682436.wordpress.com/>

Table of Contents

<i>Business Design</i>	6
Key.....	6
Table.....	6
<i>Project Planning</i>	10
Introduction	10
Statement of Need	10
Scope.....	10
<i>Design</i>	11
<i>Phases</i>	12
Phase 1: Business Requirements.....	12
Phase 2: Establishing Website, Launcher and Online Presence.....	12
Phase 3: Rights Negotiation	13
Phase 4: Platform Amenities.....	13
Phase 5: Community Management/Future Improvements and Sustainability	13
<i>Financial Statements</i>	14
<i>GANTT Chart</i>	16
<i>Resource Planning</i>	29
<i>KANBAN Board</i>	31
Kanban: List View	31
Kanban: Week 1 View (April 15, 2019).....	32
Kanban: Week 2 View (April 22, 2019).....	32
Kanban: Week 3 View (April 29, 2019).....	33
Kanban: Week 4 (May 9, 2019).....	33
Kanban: Week 6 (May 13, 2019)	34
Kanban: Week 7 (May 20, 2019)	34
<i>Implementation</i>	35
Accounting: Chan	35
Calendar: Adrian.....	38
Employee: Madeline.....	38
Recruitment: Vijay	39
Expenses: Richard/Vijay	39
CRM: Madeline and Adrian.....	41
<i>Narrative</i>	42

Business Design

Key

Priority	Description
Critical	Without these features, our service will not function properly
High	Essential features to make service the best it is capable of being
Medium	Important suggestions that can improve the quality of life of the launcher
Low	Minor suggestions that can support aspects of this platform
Future	Potential features for the foreseeable future

Table

Priority	ID#	Requirements	Comments
End-User			
Critical	0001	Must have a system to enforce users to make an account to access platform	
Critical	0002	User must have an active debit/credit card for the purchase of games	
Low	0003	Should have backward compatibility with purchased disks	If user downloads game from external hard disk, can add that game to the launcher.
Critical	0004	User must have a PC in order to use the launcher	
Medium	0005	Have a recommended feature to suggest similar games	

High	0006	Should establish user submitted reviews that are available to all users	User must have purchased the game and played for at least 3 hours to write a review.
Critical	0007	Must establish a community hub where mods can easily be shared and downloaded.	
Security & Compliance			
Critical	0001	Must have WAN/LAN firewall	
Critical	0002	Must ensure the security of all customer data	User personal information and credit card information
High	0003	Automatic login alert system	To notify users when an account has been logged into a new PC
High	0004	Should have Two-Step Verification	Able to opt in or out
Critical	0005	Must have Secure Network Infrastructure	
Medium	0006	Develop a Denial of Service Response Plan	
Critical	0007	Run a scheduled full maintenance of the server and system bi-weekly	
Medium	0008	Should have a banning system	Against bots/spammers
Medium	0009	Deploy IP-Ban against hackers/bots/spammers	
Support and Maintenance			

Critical	0001	Must have key/password entry system to log employee's activities	
High	0002	Must have a full backup system ready in case of unexpected shutdown	
High	0003	Must have support center available	
Medium	0004	Must have a ticketing system for customer support	
Medium	0005	Offer a Live Chat technical support	
High	0006	Conduct a thorough cleaning of the server room monthly to prevent system overheat	
High	0007	Must have a social media account to respond to any questions on any social media platform	

Business/User Interface

Critical	0001	Should have clearly labeled tabs regarding store, community, personal library, and personal profile	
Critical	0002	Should have basic functionalities such as wish list, shopping cart, history, and upcoming news	
High	0003	Must have a friend/messaging/Voice Chat system	
High	0004	Must have a trophy system	

Low	0005	Virtual lobby	A good way to make new friends
Retail			
Critical	0001	Must have an online return policy	2-hour game-time return policy from time of purchase
Future	0002	Should offer a discount policy to facilitate purchases	Can be done through free weekends, flash sales, etc with permission from publishers.
Critical	0003	Must offer a variety of payment methods	Paypal, Visa, External Cash cards
High	0004	Should offer ad space for various games publishers and companies	
Future	0005	Create our own original free / paid games	

Project Planning

Introduction

GameFront was created by the minds of six young University of California, Riverside students. Our objective is to create a universal game launcher by combining the inventory of all game stores under one fully developed launcher. This would create a place for gamers of all ages and genders to have access to thousands of video games and find the best deals for popular games. Most gaming launchers on the market are usually underdeveloped and ruin the immersive experience of video games. GameFront strives to create the perfect gaming experience to consumers without fail.

Statement of Need

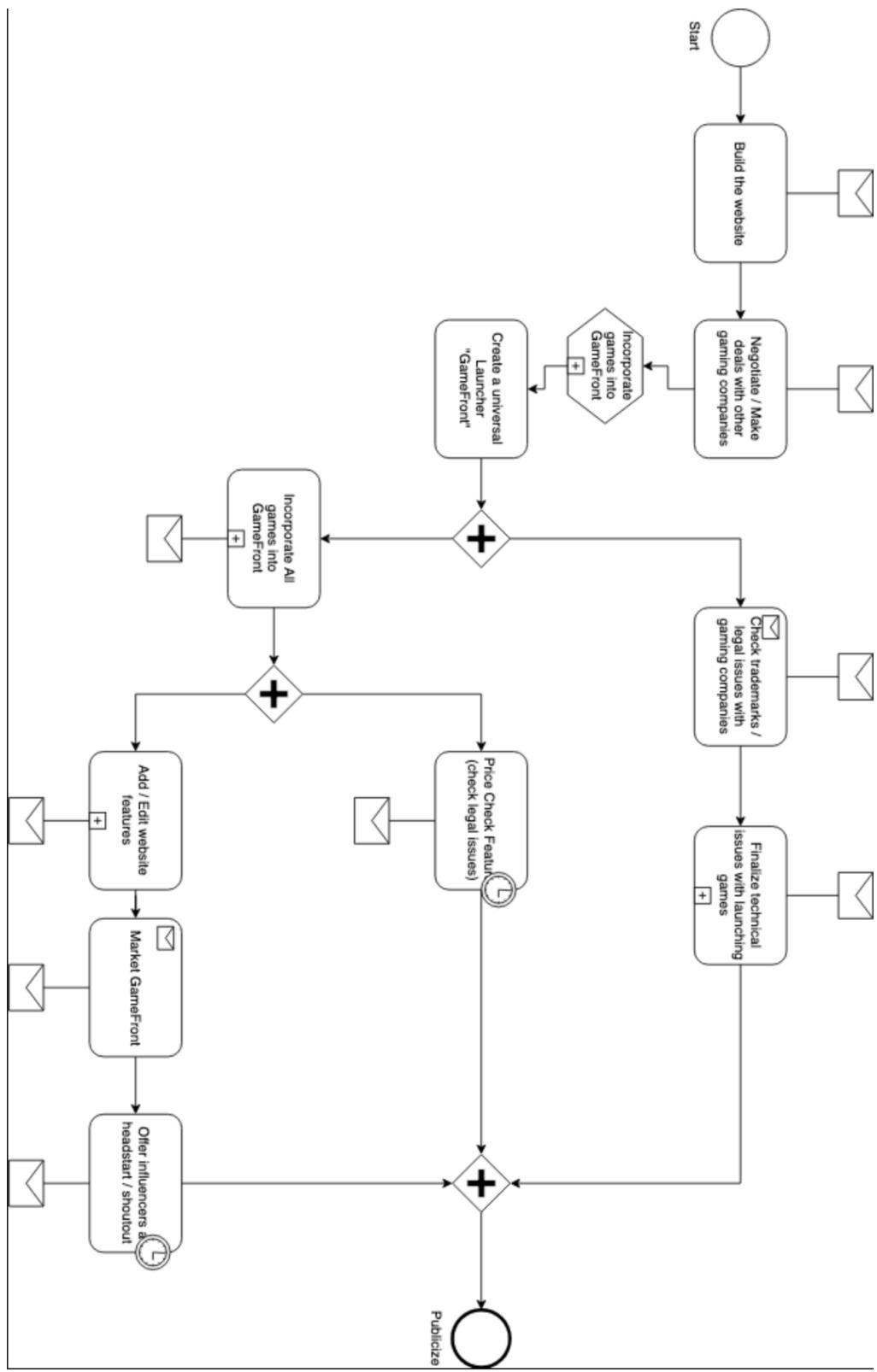
Many PC gamers today are left befuddled with the sheer number of game launchers and exclusive services that has divided their attention from doing the one thing they want; gaming. With our service, GameFront, we aim to reduce the confusion and disorderly look of having a variety of launchers by providing one simple launcher and provide many unique benefits such as better cybersecurity, price matching, and inventory to better accommodate the rising number of PC gamers and their need for aesthetics and practicality.

Scope

Our service will have the precise requirements to work efficiently and fulfill our customers' needs. We will design a game launcher with the capacity to store large amounts of gaming inventory from different publishers and retailers. Ultimately, we will create and build agreements and partnerships with other gaming publishers and distributors to obtain permission to sell their games. Our game launcher interface will be simple to navigate and use.

Our plan is to establish our headquarters in Riverside, CA, and recruit from UC Riverside along with other colleges and tech companies in the area. Ultimately, we will hire a CEO, CFO, a team for Human Resources, and 10 department managers. They will be responsible for hiring their own teams with the help of HR. This will be the sufficient amount of personal we will need to get the service up running in the time frame of 2-3 years. In that 2-3 year time frame, employees may have to work overtime and for that reason we will offer limited PTO and sick days for our employees. If everything goes as planned and we meet deadlines we will only work 40-hour weeks or less.

Design



Phases

Phases	Start Date	End Date
1: Business Requirements	April 1st, 2019	April 18th, 2019
2: Establishing Website, Launcher and Online Presence	April 1st, 2019	May 2nd, 2019
3: Rights Negotiation	April 1st, 2019	June 23rd, 2021
4: Platform Amenities	April 1st, 2019	December 1st, 2022
5: Community Management	February 2nd, 2019	February 22nd, 2020
6: Future Improvements and Sustainability	September 5th, 2022	August 4th, 2025

Phase 1: Business Requirements

Phase 1 of the plan is to establish key business requirements and focus on the key aspects of the business to make our launcher the safest and most efficient way that gamers can shop for a game. We simply listed our requirements through google drive and arrayed them into a table from which we could read each specific requirement. These requirements consist of: End User, Security & Compliance, Support and Maintenance, Business/User Interface, and Retail.

Phase 2: Establishing Website, Launcher and Online Presence

Phase 2 of the plan is to establish a strong online presence by establishing a core website for our launcher. Our website includes information about the launcher itself, any upcoming deals and changes to services, and a clear and succinct tutorial on how to download the launcher from our site after paying for the first instance of service or the free version if they choose. Our website also has a personal forum from which both game developers and IT can look at for future improvements and potential bugs that appear within the system. Finally, our site has a news section that reports the latest and greatest from the gaming world as well as a YouTube

page where users can find footage and gameplay of the games that they wish to buy or that are popular.

Phase 3: Rights Negotiation

Phase 3 of the plan is to begin negotiation with bigger players in the gaming market such as Steam and Epic and convince them that our platform is a good investment by citing the benefits including: the negation of community backlash, full control of revenue split between the different companies, and more manageable UI. We will then move onto platforms such as Origin and GOG in the hopes to expand our gaming library. We will also discuss the fee that these companies will pay us such that they benefit from saving money instead of investing in their own costly launcher.

Phase 4: Platform Amenities

Phase 4 of the plan involves flushing out the launcher to make it the most feature intensive out of any other on the market. This includes: having a community tab that allows gamers to gather and discuss the game, in-depth and filtered rating system that allows for a fair review of a game, detailed price finder that attempts to find the best price for a game across all game stores, and an in-depth friend system that allows for voice/video chat, gifting, achievements, etc.

Phase 5: Community Management/Future Improvements and Sustainability

Phase 5 occurs after the launcher is established. Our community manager and their teams will then look at all the feedback received from our initial launch of the platform and suggest changes to the GameFront staff such that we can incorporate improvements immediately and effectively. We will also announce new deals and services as soon as possible by posting community videos on our website. Neutral moderators will also be implemented to scour our platform of any trolls or dishonest reviews of our service or games.

Financial Statements

GameFront's financials are based off secondary sources of established online game companies. We researched their main costs and prices used to determine our budget, income and loss, HR and employee expenses, and cash flow statements. Our budget lists our three main costs of development, maintenance, and operations of the information system. All three are listed with their monthly and annual costs. After costs, the sales revenue shows our predicted revenue for the first year of GameFront. At \$20 for monthly and \$40 for yearly subscription, we expect 15,000 monthly and 1,000 yearly subscribers per month. At these prices, we expect our profit to eventually exceed our costs.

Our company's initial investment will be \$2,000,000.00, as shown in the cash flows statement. Even though our initial costs will be high at first, yearly costs are expected to decrease with time. Through increased subscriber count and ad revenue, GameFront's expected revenue will increase through the years creating an eventual profit for the company. As shown in the income and loss statement, our first year will produce a loss. For the next four years after, we expect a profit. As the company grows and improves, GameFront's financials will do the same.

	January	February	March	April	May	June	July	August	September	October	November	December	Annual total
Customer Relations Management	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 78,000.00
Administrative Cost (including wages)	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 1,505,000.00
Server/Banks/Upkeep	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 7,000.00	\$ 84,000.00
Land fees	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 96,000.00
Marketing	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 12,500.00	\$ 150,000.00
Total Developmet	\$ 157,916.67	\$ 160,916.67	\$ 1,913,000.00										
MAINTENANCE													
Security	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 180,000.00
Utilities Cost	\$ 10,000.00	\$ 10,000.00	\$ 15,000.00	\$ 15,000.00	\$ 20,000.00	\$ 20,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 240,000.00
Cyber Technicians	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00	\$ 720,000.00
Total Maintenance	\$ 65,000.00	\$ 65,000.00	\$ 70,000.00	\$ 70,000.00	\$ 75,000.00	\$ 75,000.00	\$ 120,000.00	\$ 1,140,000.00					
OPERATIONS OF THE INFORMATION SYSTEM													
Website Trend Analyst	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 360,000.00
Marketing Analyst	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 480,000.00
Sales Analyst	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 360,000.00	
Total Operations of Information Systems	\$ 80,000.00	\$ 120,000.00	\$ 1,200,000.00										
Total Operatation Cost Excluding Administrative Cost	\$ 134,000.00	\$ 1,608,000.00											
SALES REVENUE													
Monthly Subscription	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ 1,800,000.00
Yearly Subscription	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00	\$ 480,000.00
AD Revenue	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 2,400,000.00
Total Revenue	\$ 390,000.00	\$ 4,680,000.00											

Income/ Loss Statement						
Years	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	
Percentage increase in Revenue	-	-	10%	10%	10%	
Total Revenue	\$ -	\$ 4,680,000.00	\$ 5,148,000.00	\$ 5,662,800.00	\$ 6,229,080.00	
Operation cost	\$ 1,608,000.00	\$ 1,608,000.00	\$ 1,608,000.00	\$ 1,608,000.00	\$ 1,608,000.00	
Staffing cost	\$ 1,505,004.00	\$ 1,505,004.00	\$ 1,505,004.00	\$ 1,505,004.00	\$ 1,505,004.00	
Total Cost	\$ 3,113,004.00					
Income (Loss)	\$ (3,113,004.00)	\$ 1,566,996.00	\$ 2,034,996.00	\$ 2,549,796.00	\$ 3,116,076.00	

HR / Employee Expense	Number of Employees	Annual Income	Year 1 Cost
CEO	1	\$ 150,000.00	\$ 150,000.00
CFO	1	\$ 150,000.00	\$ 150,000.00
IT Staff	2	\$ 80,000.00	\$ 160,000.00
Marketing Analyst Manager	1	\$ 70,000.00	\$ 70,000.00
Security Manager	1	\$ 70,000.00	\$ 70,000.00
Design	1	\$ 30,000.00	\$ 30,000.00
Project Manager	1	\$ 70,000.00	\$ 70,000.00
Accountant	1	\$ 100,000.00	\$ 100,000.00
Customer Service Staff	3	\$ 45,000.00	\$ 135,000.00
HR Manager	1	\$ 60,000.00	\$ 60,000.00
Gamefront Staff	4	\$ 45,000.00	\$ 180,000.00
General Manager	1	\$ 60,000.00	\$ 60,000.00
Operations Manager	1	\$ 60,000.00	\$ 60,000.00
Community Manager	1	\$ 60,000.00	\$ 60,000.00
Recruitment/Development Teams	3	\$ 50,000.00	\$ 150,000.00
Total HR / Employee Expense for Year 1			\$ 1,505,000.00

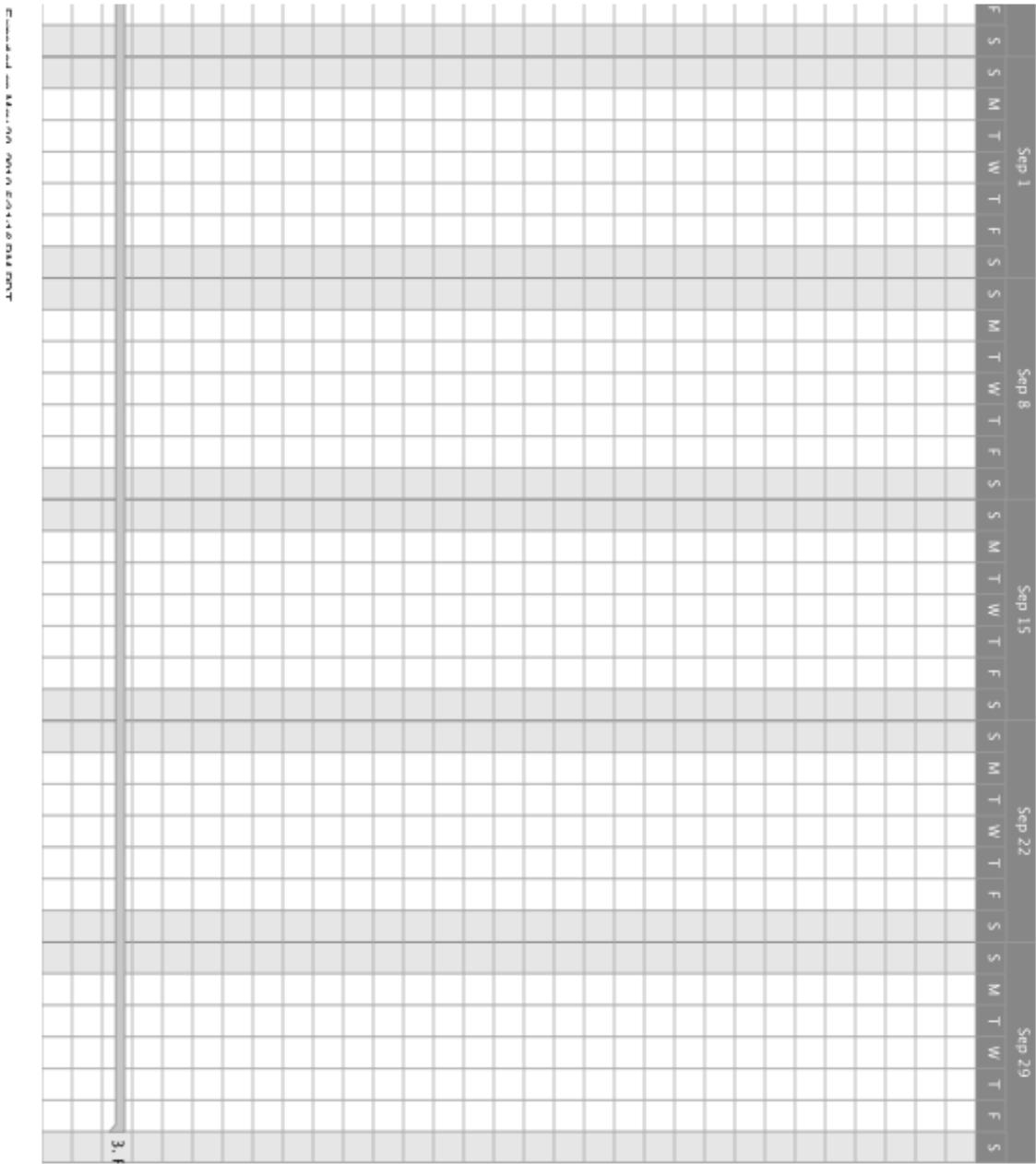
Initial Capital Investment	\$2,000,000.00												
Revenue	January	February	March	April	May	June	July	August	September	October	November	December	
Beg. Cash Bal.	\$ 2,000,000.00	\$ 1,846,583.33	\$ 1,706,233.14	\$ 1,569,963.43	\$ 1,437,735.97	\$ 1,296,063.99	\$ 1,172,025.71	\$ 1,054,046.92	\$ 942,644.22	\$ 835,596.36	\$ 707,710.16	\$ 579,667.07	
A/R - Credit	\$ -	\$ 10,583.62	\$ 12,346.53	\$ 14,386.96	\$ 11,356.28	\$ 20,013.13	\$ 24,521.23	\$ 26,512.25	\$ 30,242.10	\$ 19,242.25	\$ 21,242.36	\$ 35,242.99	
A/R - Cash/check	\$ -	\$ 11,424.50	\$ 13,565.77	\$ 15,363.56	\$ 14,252.78	\$ 22,363.95	\$ 23,464.52	\$ 27,850.50	\$ 33,102.50	\$ 24,363.99	\$ 22,006.99	\$ 40,563.15	
Credit Fees	\$ -	\$ (1,058.36)	\$ (1,234.65)	\$ (1,438.70)	\$ (1,135.63)	\$ (2,001.31)	\$ (2,452.12)	\$ (2,651.23)	\$ (3,024.21)	\$ (1,924.23)	\$ (2,124.24)	\$ (3,524.30)	
Total Cash Balance per month	\$ 2,000,000.00	\$ 1,869,649.81	\$ 1,733,380.10	\$ 1,601,152.64	\$ 1,464,480.66	\$ 1,340,442.38	\$ 1,222,463.59	\$ 1,111,060.89	\$ 1,009,013.03	\$ 881,126.83	\$ 753,083.74	\$ 658,997.51	
Operational Expense	January	February	March	April	May	June	July	August	September	October	November	December	
Rent	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	
Utility	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	
COGS	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 30,000.00	
Salary	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	\$ 125,416.67	
Total Expenses	\$ 153,416.67	\$ 163,416.67	\$ 163,416.67	\$ 163,416.67	\$ 168,416.67	\$ 168,416.67	\$ 168,416.67	\$ 168,416.67	\$ 173,416.67	\$ 173,416.67	\$ 173,416.67	\$ 183,416.67	

GameFront BUS101 Final Project

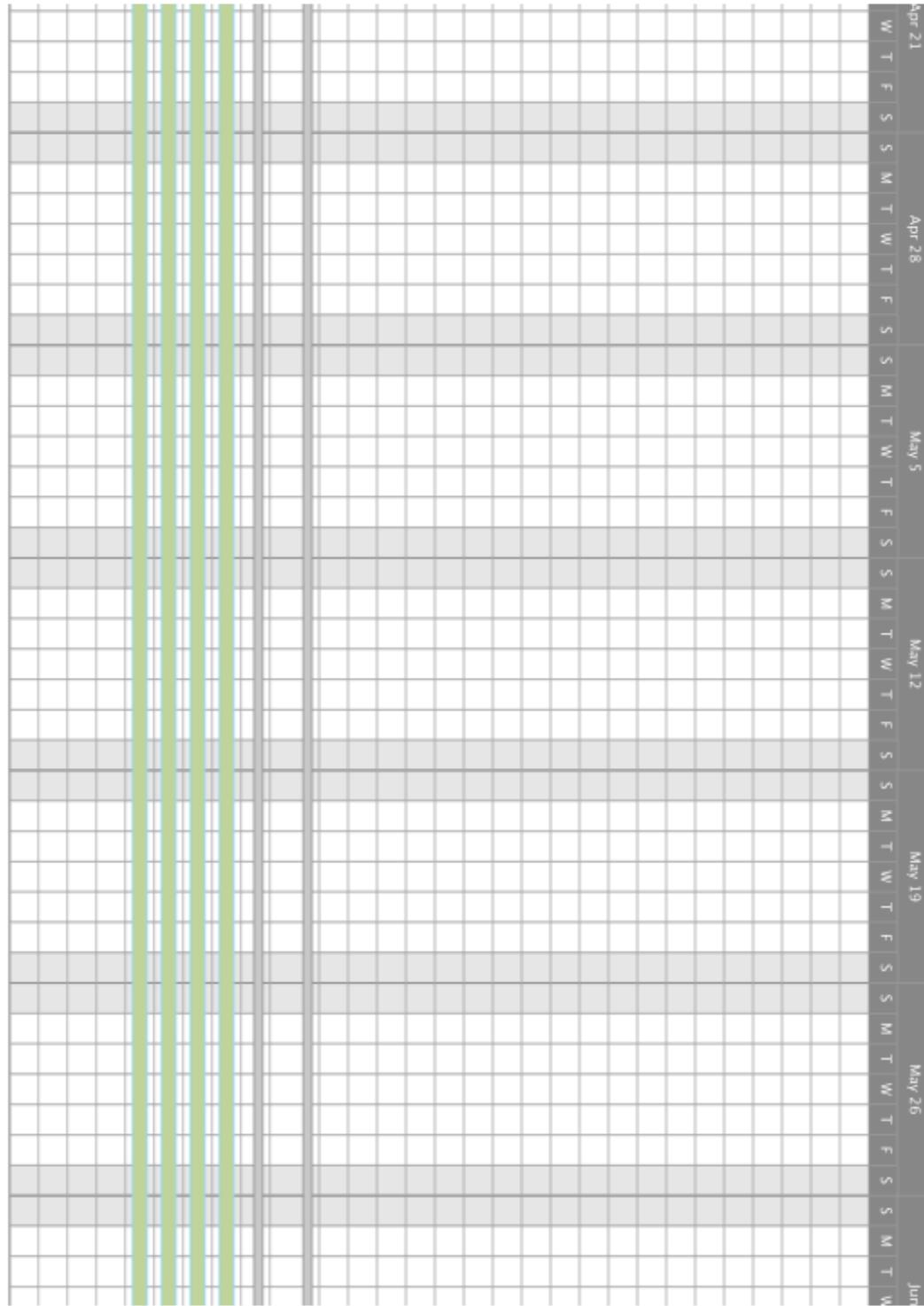
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Task Name	Mar 31					Apr 7					Apr 14					
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Task Name	Mar 31					Apr 7					Apr 14					
	S	M	T	W	F	S	S	M	T	W	F	S	S	M	T	W
61 3.1.2 Open dialogue with publishers																
62 3.1.3 Regulate dev/publisher relationship																
63 3.1.4 Establish ad space program																
64 = 4. Platform amenities																
65 = 4.1 Friends list																
66 4.1.1 Voice chat functionalities																
67 4.1.2 Wishlist functionality																
68 4.1.3 Game invite system																
69 4.1.4 Text chat functionality																
70 4.1.5 Display game being played																
71 = 4.2 Store features																
72 4.2.1 Price check functionality																
73 4.2.2 Tab omission functionality																
74 4.2.3 Sales alert system																
75 4.2.4 Rating system																
76 = 4.3 Forum System																
77 4.3.1 Rating system for comments																
78 4.3.2 Automatic deletion bot																
79 4.3.3 Server moderators																
80 = 5. Community Management/Future Improvements and Sustainability																
81 = 5.1 Community feedback and improvement																
82 5.1.1 Search for moderators																
83 5.1.2 Archive threads of importance																
84 5.1.3 Deal with intrusive parties																
85 5.1.4 Implement community feedback																
86 = 5.2 Sustainability																
87 5.2.1 Hire marketing staff																
88 5.2.2 Implement new market trends and practices																
89 5.2.3 Apply monthly updates																



	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T							
	Jul 21							Jul 28							Aug 4							Aug 11							Aug 18						
blusher relationship																																			
3.1.4 Establish ad space program																																			
4.1.1 Voice chat functionalities																																			
4.1.2 Wishlist functionality																																			
4.1.3 Game invite system																																			
4.1.4 Text chat functionali																																			

	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	Sep 1	Sep 8	Sep 15	Sep 22	Sep 29		
4.1 Friends list																									4.1					
4.1.5 Display game being played																														
4.2 Store features																														
4.2.1 Price check functionality																														
4.2.2 Tab omission functionality																														
4.2.3 Sales alert system																														
4.2.4 Rating system																														
4.3																														
4.3.1 R:																														
4.3.2																														
4.3.3 Server moderators																														
5. Community Management/Future																														
5.1 Community feedback and improvement																														
5.1.1 Search for moderators																														
5.1.2 Archive threads of importance																														
5.1.3 Deal with intrusive parties																														
5.1.4 Implement community feedback																														
5.2 Sustainability																														
5.2.1 Hire marketing staff																														
5.2.2 Implement new market tren																														
5.2.3 Apply monthly updates																														

Resource Planning

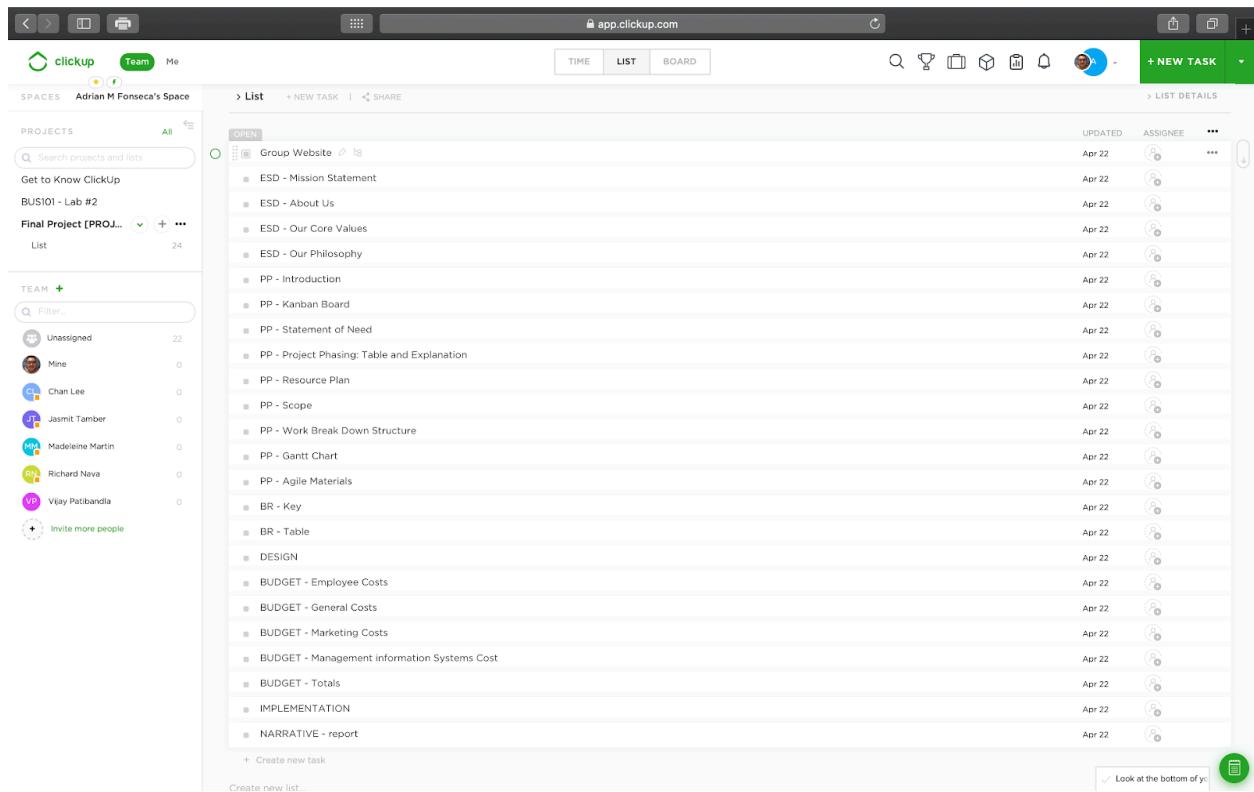
Role	Responsibility	Estimated Work Time	Level of Control
CEO	Control over company as a whole	40 hours (Full Time)	Full control
CFO	Supervises over the treasurer and the controller	40 hours (Full Time)	Full control
IT Staff	Offer technical support throughout the whole business operations	40 hours (Full Time)	Partial – Server rooms and relevant technology installations
Marketing Analyst Manager	Overview of all marketing of the company	32 hours (Full Time)	Partial - Can only access Marketing projects
Security Manager	Responsible for data security and keeping out any foreign breaches	40 hours (Full Time)	Partial - Can only access security controls
Design	Responsible for maintaining and designing easy, simple to use website	25 hours (Part Time)	Partial - Can only access website managements
Project Manager	Plan and manage all main projects	40 hours (Full Time)	Partial - Can only access projects currently in progress
Financial / Accountant	Responsible for the financials, budget, and payroll	40 hours (Full Time)	Partial - Can only access financial statements

Customer Service Staff	Ensure all customers issues with website or their accounts are resolved	40 hours (Full Time)	Partial - Can only access users account information
GameFront Staff	Maintaining systems set in place, and performing basic duties to ensure maximum productivity	20 hours (Part Time)	None - Can only perform given duties
HR Manager	Resolve any conflict or complaints between employees, and offer services to keep them happy	32 hours (Full Time)	Partial - Can only access Employee's personal outputs and logs
General Managers	Oversee employees to maintain strong/healthy company culture	32 hours (Full Time)	Partial - Can only access the assigned team's work results/data/logs
Operations Manager	Oversees the company's production of services and various other crucial departments, and adjust accordingly	40 hours (Full Time)	Most - Given control and access to most operations
Community Managers	In charge of all interactions with the press and the public, a spokesman	40 hours (Full Time)	Partial - Up to date with newest features and add-ons, but must filter out what goes out to the public
Recruitment / Development Team	Actively seek out potential interns/employees and train newly recruited to perform to their maximum potential	32 hours (Full Time)	Partial - Can only access data of new recruits

KANBAN Board

This Kanban board illustrates the requirements that our group focused on during our weekly meeting. Each screenshot, with the exception of the list view, shows the progress made toward the completion of GameFront's group project.

Kanban: List View



The screenshot shows the ClickUp application interface in list view. The left sidebar displays 'Adrian M Fonseca's Space' with sections for 'PROJECTS' (containing 'Get to Know ClickUp' and 'BUS101 - Lab #2'), 'Final Project [PROJ...]' (with 24 items), and 'TEAM' (listing members: Mine, Chan Lee, Jasmit Tambar, Madeleine Martin, Richard Nava, Vjay Patibanda, and an 'Unassigned' category). The main area shows a list of tasks under the 'OPEN' status for the 'Group Website' project. The tasks are as follows:

- ESD - Mission Statement
- ESD - About Us
- ESD - Our Core Values
- ESD - Our Philosophy
- PP - Introduction
- PP - Kanban Board
- PP - Statement of Need
- PP - Project Phasing: Table and Explanation
- PP - Resource Plan
- PP - Scope
- PP - Work Break Down Structure
- PP - Gantt Chart
- PP - Agile Materials
- BR - Key
- BR - Table
- DESIGN
- BUDGET - Employee Costs
- BUDGET - General Costs
- BUDGET - Marketing Costs
- BUDGET - Management information Systems Cost
- BUDGET - Totals
- IMPLEMENTATION
- NARRATIVE - report

Each task has a small circular icon next to it, likely indicating its status or assignee. The right side of the screen shows columns for 'UPDATED' (all dated April 22) and 'ASSIGNEE' (most entries show a user icon with a dot).

Kanban: Week 1 View (April 15, 2019)

The screenshot shows a ClickUp Kanban board for "Adrian M Fonseca's Space". The board is divided into four columns: OPEN (16), IN-PROGRESS (5), REVIEW (1), and CLOSED (2). Each column contains several tasks represented as cards.

- OPEN:**
 - List: Group Website
 - List: ESD - Mission Statement
 - List: ESD - About Us
 - List: ESD - Our Core Values
 - List: ESD - Our Philosophy
 - List: PP - Work Break Down Structure
 - List: PP - Gantt Chart
 - List: PP - Agile Materials
 - List: DESIGN
 - List: BUDGET - Employee Costs
- IN-PROGRESS:**
 - List: PP - Introduction
 - List: PP - Resource Plan
 - List: PP - Project Phasing: Table and Explanation
 - List: PP - Kanban Board
 - List: PP - Scope
- REVIEW:**
 - List: PP - Statement of Need
- CLOSED:**
 - List: BR - Key
 - List: BR - Table

On the left sidebar, under "PROJECTS", there are 16 lists. Under "TEAM", there are 8 team members listed: Unassigned, Mine, Chan Lee, Jasmit Tambar, Madeleine Martin, Richard Nava, Vijay Patibandla, and an "Invite more people" button.

Kanban: Week 2 View (April 22, 2019)

The screenshot shows a ClickUp Kanban board for "Adrian M Fonseca's Space". The board is divided into four columns: OPEN (13), IN-PROGRESS (3), REVIEW (0), and CLOSED (8). The tasks have shifted compared to Week 1.

- OPEN:**
 - List: Group Website
 - List: ESD - Mission Statement
 - List: ESD - About Us
 - List: ESD - Our Core Values
 - List: ESD - Our Philosophy
 - List: DESIGN
 - List: BUDGET - Employee Costs
 - List: BUDGET - General Costs
 - List: BUDGET - Marketing Costs
 - List: BUDGET - Management Information Systems Cost
 - List: BUDGET - Totals
 - List: IMPLEMENTATION
- IN-PROGRESS:**
 - List: PP - Agile Materials
 - List: PP - Gantt Chart
 - List: PP - Work Break Down Structure
- REVIEW:**
 - + NEW TASK
- CLOSED:**
 - List: BR - Table
 - List: BR - Key
 - List: PP - Introduction
 - List: PP - Statement of Need
 - List: PP - Kanban Board
 - List: PP - Project Phasing: Table and Explanation
 - List: PP - Resource Plan
 - List: PP - Scope

On the left sidebar, under "PROJECTS", there are 16 lists. Under "TEAM", there are 8 team members listed: Unassigned, Mine, Chan Lee, Jasmit Tambar, Madeleine Martin, Richard Nava, Vijay Patibandla, and an "Invite more people" button.

Kanban: Week 3 View (April 29, 2019)

The screenshot shows a Clickup Kanban board with four columns: OPEN, IN-PROGRESS, REVIEW, and CLOSED. The OPEN column has 11 tasks, the IN-PROGRESS column has 3, the REVIEW column has 1, and the CLOSED column has 8. The tasks are categorized under various project sections like ESD, PP, and BR.

Column	Task Category	Task Description	
OPEN	ESD	Mission Statement, About Us, Core Values, Our Philosophy	
	BUDGET	Employee Costs, General Costs, Marketing Costs, Management Information Systems Cost, Totals	
	IMPLEMENTATION		
	IN-PROGRESS	PP	Gantt Chart, Work Break Down Structure
		Group Website	
		DESIGN	
	CLOSED	PP	Scope, Resource Plan, Project Phasing: Table and Explanation, Kanban Board, Statement of Need, Introduction, Table, Key
		BR	Table, Key
		ESD	Our Core Values, Our Philosophy, About Us
		PP	Scope, Resource Plan, Project Phasing: Table and Explanation, Kanban Board
		BR	Table, Key
ESD		Mission Statement	
PP		Scope, Resource Plan, Project Phasing: Table and Explanation, Kanban Board	
BR		Table, Key	

Kanban: Week 4 (May 9, 2019)

The screenshot shows a Clickup Kanban board with four columns: OPEN, IN-PROGRESS, REVIEW, and CLOSED. The OPEN column has 6 tasks, the IN-PROGRESS column has 4, the REVIEW column has 0, and the CLOSED column has 14. The tasks are categorized under various project sections like BUDGET, DESIGN, and REPORT.

Column	Task Category	Task Description	
OPEN	BUDGET	Employee Costs, General Costs, Marketing Costs, Management Information Systems Cost, Totals	
	IMPLEMENTATION		
	IN-PROGRESS	REPORT	NARRATIVE - report
		Group Website	
		DESIGN	
		PP	Gantt Chart
CLOSED	REPORT		
	DESIGN		
	PP	Work Break Down Structure	
	ESD	Our Core Values	
	DESIGN		
	PP	Scope	
	ESD	Our Philosophy	
	PP	Resource Plan	
	ESD	About Us	
	PP	Executive Summary	
	ESD	Mission Statement	
	PP	Project Phasing: Table and Explanation	
	BR	Table, Key	
	PP	Kanban Board	

Kanban: Week 6 (May 13, 2019)

This screenshot shows a Clickup Kanban board for Week 6 (May 13, 2019). The board has four columns: OPEN, IN-PROGRESS, REVIEW, and CLOSED.

- OPEN:** 6 tasks
 - List: BUDGET - Employee Costs
 - List: BUDGET - General Costs
 - List: BUDGET - Marketing Costs
 - List: BUDGET - Management information Systems Cost
 - List: BUDGET - Totals
 - List: IMPLEMENTATION
- IN-PROGRESS:** 2 tasks
 - List: NARRATIVE - report
 - List: PP - Gantt Chart
- REVIEW:** 2 tasks
 - List: Group Website
 - List: DESIGN
- CLOSED:** 14 tasks
 - List: ESD - Our Core Values
 - List: ESD - Our Philosophy
 - List: ESD - About Us
 - List: PP - Work Break Down Structure
 - List: Executive Summary
 - List: ESD - Mission Statement
 - List: PP - Scope
 - List: PP - Resource Plan
 - List: PP - Project Phasing: Table and Explanation

The sidebar on the left shows team members: CL, JT, MM, RN, VP. The bottom right corner has a green circular icon with a document symbol and the text "Look at the bottom".

Kanban: Week 7 (May 20, 2019)

This screenshot shows a Clickup Kanban board for Week 7 (May 20, 2019). The board has four columns: OPEN, IN-PROGRESS, REVIEW, and CLOSED.

- OPEN:** 1 task
 - List: IMPLEMENTATION
- IN-PROGRESS:** 5 tasks
 - List: BUDGET - Employee Costs
 - List: BUDGET - General Costs
 - List: BUDGET - Marketing Costs
 - List: BUDGET - Management information Systems Cost
 - List: BUDGET - Totals
- REVIEW:** 1 task
 - List: NARRATIVE - report
- CLOSED:** 17 tasks
 - List: PP - Gantt Chart
 - List: DESIGN
 - List: Group Website
 - List: ESD - Our Core Values
 - List: ESD - Our Philosophy
 - List: ESD - About Us
 - List: PP - Work Break Down Structure
 - List: Executive Summary
 - List: ESD - Mission Statement
 - List: PP - Scope
 - List: PP - Resource Plan
 - List: PP - Project Phasing: Table and Explanation
 - List: BUDGET - Employee Costs
 - List: BUDGET - General Costs
 - List: BUDGET - Marketing Costs
 - List: BUDGET - Management information Systems Cost
 - List: BUDGET - Totals

The sidebar on the left shows team members: CL, JT, MM, RN, VP. The bottom right corner has a green circular icon with a document symbol and the text "Look at the bottom".

Implementation

GameFront decided to use seven different Odoo systems which are accounting, calendar, employee, recruitment, expenses, purchases, and CRM. GameFront was created on Wordpress. Jasmit was in charge of the creation of said website. While, the accounting is mostly handled by Chan. Calendar system is used to schedule meetings, important events, website checks, and maintenance which is handled by Adrian. Madeleine is in charge of the employee section of Odoo is used to manage all the employees of the company. Recruitment is used to properly manage the recruitment process, which is the responsibility of Vijay. Expense section in Odoo is to track our overall costs as a company. This is the responsibility for Richard and Vijay. Purchases is handled by both Chan and Jasmit which involves items for company use or sale. The final Odoo application that GameFront uses is CRM which was under the responsibility for Madeleine and Adrian.

Accounting: Chan

A. Create and Invoice

Draft Invoice									
Customer	Jonathan Smith	Invoice Date	05/29/2019						
Payment Terms	Immediate Payment	Due Date	05/29/2019 <th data-cs="4" data-kind="parent"></th> <th data-kind="ghost"></th> <th data-kind="ghost"></th> <th data-kind="ghost"></th>						
Salesperson									
Invoice Lines		Other Info							
Product	Description	Account	Quantity	Price	Taxes	Subtotal			
Sekiro Shadows Die Twice	Sekiro Shadows Die Twice(Steam Key Code)	200000 Product Sales	1.000	60.00	(Tax 15.00%)	\$ 60.00			
<hr/>									
Untaxed Amount: \$ 60.00 Tax: \$ 9.00 Total: \$ 69.00									

B. Create a bill

Draft Bill

Vendor	Landlord	Bill Date	05/29/2019
Vendor Reference		Due Date	06/29/2019
Auto-Complete		Bank Account	

Product	Description	Account	Quantity	Unit Price	Taxes	Amount
Property Rent	Property Rent	220000 Expenses	1.000	6,956.52	(Tax 15.00%)	\$ 6,956.52

Tax Description	Tax Account	Tax Amount	Untaxed Amount:	\$ 6,956.52
Tax 15.00%	101300 Tax Paid	\$ 1,043.48	Tax:	\$ 1,043.48
			Total:	\$ 8,000.00

C. Create POS Invoice**Draft Invoice**

Customer	Jacob Wilson	Invoice Date	06/25/2019
Payment Terms	Immediate Payment	Due Date	06/25/2019
		Salesperson	

Invoice Lines	Other Info					
Product	Description	Account	Quantity	Price	Taxes	Subtotal
Overwatch	Overwatch(Battle.net key code)	200000 Product Sales	1.000	40.00	(Tax 15.00%)	\$ 40.00
FarCry: New Dawn	FarCry: New Dawn(Uplay Key Code)	200000 Product Sales	1.000	60.00	(Tax 15.00%)	\$ 60.00

Untaxed Amount:	\$ 100.00
Tax:	\$ 15.00
Total:	\$ 115.00

D. Review differences in bank reconciliation

GameFront

Journal	Bank (USD)	Starting Balance	\$ 500,000.00
Date	05/31/2019	Ending Balance	\$ 187,083.33

Transactions

Date	Label	Partner	Amount
05/29/2019	CRM Expense		\$ -5,000.00
05/31/2019	Administration Cost		\$ -125,416.67
05/31/2019	ServerBank/Upkeep		\$ -7,000.00
05/30/2019	Land Fee		\$ -8,000.00
05/30/2019	Marketing		\$ -12,500.00
05/31/2019	Security		\$ -15,000.00
05/30/2019	Utilities		\$ -20,000.00
05/31/2019	Cyber Tech		\$ -40,000.00
05/31/2019	Web Trend Analyst		\$ -25,000.00
05/31/2019	Marketing Analyst		\$ -30,000.00
05/31/2019	Sales Analyst		\$ -25,000.00

Computed Balance: **\$ 187,083.33**

Calendar: Adrian

Meetings (June 2019)

TODAY **DAY** **WEEK** **MONTH**

Search... Q

Filters ▼ Favorites ★

W	Sun	Mon	Tue	Wed	Thu	Fri	Sat
22	26	27	28	29	30	31	1
23	2	3	4	Update Website Forms and News Attendees:	Website Check Attendees:	Team Meeting Attendees:	8
24	9	10	11	12	Website Maintenance Attendees:	14	15
25	16	17	18	19	20	21	22
26	23	24	25	26	Website Maintenance Attendees:	Close Books(Quarter 2) Attendees: Monthly Meeting Attendees:	29
27	30	1	2	3	4	5	6

Employee: Madeline

A. Example of Adrian's Employee Information

0 Appraisals 0 Contracts Timesheets Active

Adrian Fonseca

(Full Time) 

Work Information Appraisal Private Information HR Settings

Contact Information

Work Address	745 University Street
Work Location	Riverside
Work Email	proftunderhill+KA432323@gmail.com
Work Mobile	(532)359-9389
Work Phone	(414)538-5939

Position

Department	Administration / Human Resource
Job Position	Organizational Development Manager
Job Title	Organizational Development Manager
Manager	Jasmit Tamber
Coach	
Working Hours	Standard 40 Hours/Week
Timezone	UTC

Recruitment: Vijay

A. Position for customer service representative

The screenshot shows the GameFront interface for recruitment. At the top, there are four navigation links: Applications (0), Employees (0), Documents (0), and Trackers. Below this, a section titled "Job Position" displays a "Customer Service Representative" role. The "Recruitment" section contains fields for Department (Customer Service), Job Location (iHighlander), Email alias (gamefront@edu-ihighlander.odoo.com), Recruitment Responsible (dropdown), and Expected New Employees (2). The "Offer" section shows HR Responsible (checkbox checked) and a dropdown menu.

Expenses: Richard/Vijay

A. CRM expense for the month of May

Description Customer Relationship Management

Product	CRM Expenses	Bill Reference	HT23245636
Unit Price	\$ 5,000.00	Date	05/31/2019
Quantity	1.000	Account	220000 Expenses
Taxes		Employee	Madeleine Martin
Total	\$ 5,000.00		
Paid By	Company		

B. Purchase order for chairs to be used in office

New

Vendor Order Date

Vendor Reference

Products Other Information

Product	Description	Scheduled Date	Quantity	Unit Price	Taxes	Subtotal
⊕ [2424] Computer Chairs	[2424] Computer Chairs	05/29/2019 17:26:18	15.000	75.00	Tax 15.00%	\$ 1,125.00

Add a line

Define your terms and conditions ...

Untaxed Amount:	\$ 1,125.00
Taxes:	\$ 168.75
Total:	\$ 1,293.75

CRM: Madeline and Adrian

A. Examples of GameFront's CRM use

Pipeline

Opportunity Sale Advertising space or Monthly Subscription Goals for the month Search...

Filters Group By Favorites

New User + \$500k **Base Level** + \$200k **Experienced User** + \$300k **Veteran User** + \$100k **Qualified**

Sale Advertising space
\$ 500,000.00, Google
★★★☆ ⓘ

Monthly Subscription Goals for the month
\$ 200,000.00, University Of California Riverside
★★☆ ⓘ

Sale Advertising space
\$ 300,000.00, Ashley Tree
★★☆ ⓘ

Sale Advertising space
\$ 100,000.00, Aaron Sou
★★☆ ⓘ

Sale Advertising space
\$ 200,000.00, Richard Nava - 56200ekrkr
★★☆ ⓘ

Veteran User + \$100k **Qualified**

Sale Advertising space
\$ 100,000.00, Aaron Sou
★★☆ ⓘ

Pipeline

Opportunity Sale Advertising space or Monthly Subscription Goals for the month Search...

Filters Group By Favorites

Veteran User + \$100k **Qualified** + \$200k **Proposition** + \$130k **Won** + \$500k Add a Column

Sale Advertising space
\$ 100,000.00, Aaron Sou
★★☆ ⓘ

Sale Advertising space
\$ 200,000.00, Richard Nava - 56200ekrkr
★★☆ ⓘ

Sale Advertising space
\$ 130,000.00, Amazon
★★★☆ ⓘ

Monthly Subscription Goals for the month
\$ 100,000.00, UC Davis
★★★☆ ⓘ

Monthly Subscription Goals for the month
\$ 400,000.00, University of Southern California
★★☆ ⓘ

Narrative

When our group of 6 was first handed this assignment in lecture we were all unsure what to do, since none of us had any firsthand experience starting a company. However, when we all met in discussion it was clear that we had similar interests, that being starting a tech-based company. At first, we tried to establish a service based on providing appropriate music for situations and gaming. However, we eventually decided to tackle one of the biggest controversies in the gaming sphere, that being exclusive games available to exclusive launchers which has divided the gaming community. Our company aimed to provide a singular launcher for all games that PC gamers bought to prevent them from having to download a large number of different launchers. Our group completed the project in parts, as defined in the “course materials” section of the group project tab on iLearn. Despite initial misgivings, we were able to complete each part of the project when we met on Monday at 5pm before lecture. At the beginning of each meeting we all agreed on a part that we should finish and all of us would pull our efforts to complete it.

The first part of our project was to establish what our core product was. When we first came up with the idea of a launcher we needed to specify how we would differentiate our launcher from others and all the other features that would be required to build it. Thus, our group found that focusing on the business requirements for the product would be the best choice. We then put our brains together to come up with a variety of requirements to make our service come to life. We would often ask each how valid the requirement was before recording the requirement to the document. We often went back and forth to previously recorded requirements to alter or otherwise remove them from the list. Our group, had little to no problems when drafting the requirements since we all worked diligently and were respectful for each other’s time. Furthermore, if any of us would be late or missing we would text a reason and there would be little fuss. Members especially of note were: Richard who led our group through every meeting, Vijay who came up with the idea and answered questions specific to the project, Adrian who took the time to make the visuals for the project, and Chan who made the website for the group.

The next step of our project was to create a concrete design for our game launcher, including the scope and planning of the whole project. We again followed the same thought process as our business requirements by establishing a round table where we would discuss what we would add to the document and adding it if we found it agreeable. The hardest obstacle for

this part of the project was definitely the dates and times for each phase of the project. Since the vast majority of companies that have a launcher keep their costs, upkeep, and time spent to develop aspects of it a secret, we really had no inclination on how to pace the project out. But from looking through a multitude of interviews and news reports we were able to make a realistic timeline for our project. Furthermore, other aspects of the project such as the website, deliverables, and executive summary were completed in the same way. The website was especially fun to put together since the group had no problem picking up the new software and had a great time decorating and customizing the site. The website was also a highlight of the project because the launcher itself had many features which we could expand upon infinitely and let our imagination flow. However, the hardest part of our project was the budget since, again, the vast majority of companies that establish their own launcher do not release their financials publicly since they are private companies. This means that there are no first-hand sources as to how much a gaming launcher actually is and the amount of time and effort that is exactly needed to maintain the platform. Furthermore, unlike many other products, a game launcher requires many different types of staff and experts in order to maintain upkeep as well as the same generic staff many other companies employ such as accountants and managers. Thus the costs were very diverse and the amount of factors that we had to calculate was overwhelming at times.

When we were not working on the project we spend our time finishing up the labs for the class. It is held in wide consensus that the labs were incredibly helpful in finding applications that we previously had no knowledge over. These programs such as ClickUP and Kanband Board helped us organize our report and our time during weekly meetings. We also found the in-class demonstrations to be very informative as well, especially the VR aspect where we found limitless potential for our hypothetical gaming platform. Lastly our discussion TA Jonathan Ng was very helpful in answering all of our questions and specifics and allowed us to reach this point.

All in all, we are very proud of our project and how it turned out and would work together again for another project.