

Final Project Scenario

Scenario

In the bustling heart of Silicon Valley, a new tech company had just appeared on the scene. StreamLean Gaming, led by visionary CEO Claire Henderson, had made a name for itself by developing engaging educational games for children. These games were designed to make learning math fun and accessible. As the company grew, Claire Henderson saw an opportunity to expand her portfolio of math learning activities. Up to this point, she had relied on engineers and built on the success of the initial product launch. However, profits stagnated as other new ideas from competitors emerged. She decided to act and realized it was time to introduce a more structured way of product development.

To bring this vision to life, she turned to VP of Innovation Mark Robinson and gave him a critical task – assembling a dedicated product management team. Mark knew assembling the right team was critical to StreamLean Gaming's success. He set out to find individuals who had the necessary skills and shared the company's passion for education and innovation. After an extensive search, he introduced three remarkable individuals who would play a critical role in this ambitious project.

Meet the Team

- **Product Manager – Emily Dawson:** Emily was an experienced educational game designer with a background in math and a deep understanding of how to make learning fun for kids. She was tasked with creating the vision for the new games. Emily's innovative ideas and commitment to making math engaging were exactly what StreamLean Gaming needed to stand out from the competition.
- **Project Manager – Michael Chen:** Michael was a virtuoso of project management. His attention to detail, organizational skills, and ability to manage complex projects made him the perfect candidate to lead the implementation phase. Michael was excited about the challenge and ready to turn Emily's vision into reality.
- **Marketing Manager – Sarah Rodriguez:** Sarah had a passion for education and a knack for marketing. Her job was to promote the new math-based learning activities to teachers and parents. She recognized the importance of making the games educational and appealing to the target audience.

Once the team was assembled, Mark formulated his mission to create math games that would revolutionize the way kids learn by engaging them and making them effective. But there was still work to be done. They needed a unique selling point that would set them apart from the crowd and connect the things learners like to do with math.

Data and Market Research

The first item on the agenda was data and market research. Sarah tirelessly gathered information from educators and parents to understand their needs and preferences. Emily dove deep into the world of educational psychology, studying how children learn best. With his meticulous approach, Michael created a detailed project plan and liaised with the development team, who were excited to begin developing the games. They visited schools, conducted focus groups, and even entered math competitions to discover what made the games successful.

The Design and Development Phase

Armed with the research, Emily began to create the vision for the game. She envisioned a series of interactive adventures set in a magical world where math problems are the keys to unlocking hidden treasures. She wanted to build on this idea by comparing other popular games where players could compete against each other. To take it a step further, she thought of the next level of competition where classes could compete against each other, both locally and nationally. Emily worked closely with the technical team to ensure the games were fun and aligned with educational standards. Michael held the purse strings and made sure the project stayed on track. He coordinated the efforts of designers, developers, and quality assurance testers and ensured all elements meshed seamlessly.

We bring the product to the world

As the development phase neared its end, Sarah shifted her focus to marketing. She developed a strategy that involved presenting the games at educational conferences and reaching out to educational influencers. Sarah was convinced that StreamLean Gaming's math games would quickly gain traction if they created a buzz among educators and parents.

The Big Launch

Months of hard work finally culminated in the launch of StreamLean Gaming's new math-based learning activities. Emily's vision had become a reality, and the games were exactly what she envisioned. Michael's meticulous planning paid off as the launch went smoothly. Sarah's marketing efforts paid off as educators and parents enthusiastically embraced the new educational tools.

StreamLean Gaming's journey to educational innovation was challenging but also very rewarding. The math games they developed were not only educational but also fun, changing the way kids learned and making math an adventure.

Under Claire's leadership, the company continued to evolve, setting new standards in educational technology and proving that innovation, passion, and a dedicated team can revolutionize education for the better. StreamLean Gaming's mission was to make learning math an exciting adventure, and it was more successful than in their wildest dreams.

Author

Matt Versdahl
Daniel Yeomans



Skills Network