Exercise 10

2.
Estimated Costs (Small Agile Team)

Role	Headcount	Rate	Duration	Cost
Project Manager	1	$600/day	25 days	$15,000
AR Developer	2	$700/day	25 days	$35,000
Game Developer	1	$600/day	20 days	$12,000
Designer (UX/UI)	1	$500/day	10 days	$5,000
QA Tester	1	$400/day	10 days	$4,000
Marketing & Launch	—	—	—	$10,000
Total Estimated Cost	—	—	—	$81,000

Pricing Strategy

- Free app with ads & in-app purchases (cosmetics, multiplayer passes).

- Optional: Premium version at $4.99 with no ads and extra features.

- Goal: Break-even in 6 months with ~30,000 downloads + ad revenue.

3.
To minimize development time:

- Project Manager (1): Full-time to coordinate all tasks.

- AR Developers (2): Work in parallel on environment and hardware integration.

- Game Developer (1–2): Focus on Tetris logic and multiplayer.

- UI/UX Designer (1): Early-stage involvement.

- QA Engineer (1): Works during final phase.

- Marketing Support: Freelance or in-house, during release.

Use a cross-functional Agile squad to enable fast feedback loops.

4.
Agile (Scrum) is ideal:

- AR is an evolving field — fast iterations needed.

- Complex testing with hardware — better to get early feedback.

- Helps pivot if features don't work well in AR.

- Weekly sprints allow tight control of budget & schedule.

Tools: Jira, GitHub, Unity (for AR development), and Figma (for design).

5.
Scope Reduction
Cut non-essential features like cosmetics or multiplayer to focus on core gameplay.

- Additional Resources
  Add a developer or tester to parallelize tasks and fix bugs faster.

- Outsource Certain Tasks
  For example, outsource marketing or testing to reduce costs and save time.

- Tight Sprint Cycles + Overtime
  Shorten sprint cycles and allow focused overtime (avoid burnout, though).

- Phased Release
  Launch an MVP (minimal viable product) with core features, and update later.