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**Assignment #1 due 3 days after 5<sup>th</sup> Tutorial**

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***Video Game Delivery Project***

## Case Scenario

**Prelude:**

An international marketing and distribution company has decided to provide a monthly video game rental program as a result of its market research. The Video Game Delivery Project involves developing a computer-based application and support structure to provide customers with video games on monthly rental basis. For example, a customer would pay a monthly fee and then be able to order several video games over the Internet, receive the games via express mail, and keep receiving additional games. Several companies already provide this type of service for movie rentals. Market research and corporate values suggested your company focus on educational and sports-related video games only, and games would be available for all types of platforms, including popular gaming systems, computers, and learning systems used in preschools and elementary schools. You may also plan to serve an international market, providing information and products in several languages. This system must be very user friendly, providing customers the ability to search for specific games by platform, age and gender appropriateness, customer reviews, sport (for sport-related games), languages, and so on. Customers must be able to order the video games, pay online or via other payment methods (including credit or debit card, check school payments systems, other electronic payments, etc.), and write reviews of the games they rent. The system must also be able to track referrals to the site from corporate partners and customer referrals, display advertisements, and track customer usage patterns.

**Part 1: Project Scope Management**

Congratulations! You have been selected as the project manager for the Video Game Delivery Project. The company's VP of marketing, Lori, is the project sponsor. Now you need to put together your project team and get to work on this high visibility project. Top management has told you that you can hand pick your team. In addition, you will be working with several other companies on this project. Instead of developing all the software yourselves, you'll use a Web-based application developed by ABC Corp. Of course, you'll need to customize the application somewhat to meet requirements for this project. ABC Corp.'s senior consultant, Gaurav, is your main contact with that company. You'll also be working with Edsys, an educational systems consulting firm that will help you in determining user requirements and developing partnership programs. Your company has never sold directly to schools, and senior management thinks it makes sense to get professional help in selling to the market segment. One of Edsys's top consultants, Julie, and some of her colleagues will assist you. Initial estimates suggest that about half of the \$500,000 budgeted for this project will go to hardware costs and the outsourced software and consulting services. You will need two information technology professionals, two marketing specialists, and one purchasing specialist on your internal project team.

## Part 2: Project Time Management

As project manager, you are actively leading the Video Game Delivery project team in developing a schedule. The two information technology professionals on your team are Matt and Najwa, the marketing specialists are Magda and John, and the purchasing specialist is Nora. Recall that the project is expected to be completed in one year for \$500,000. Assume that all your internal team members are available to work up to 75% of their time on this project. Your project sponsor, Lori, has made it clear that it is important to meet or beat the one-year schedule goal. Your team has agreed to add a one month buffer at the end of the project to ensure that you finish on time or early.

### Tasks:

1. Develop a scope statement for the project. Describe briefly the product characteristics and requirements as well as deliverables. Be creative, and pretend that you are the project manager of the Video Game Delivery Project.
2. Develop a work breakdown structure (WBS) for the project (2-3 levels as appropriate). Print the WBS in a list form. Be sure to base your WBS on the scope statement, and other relevant information.
3. Use the WBS you developed in Step 2 Column to create a Gantt chart and network diagram in Microsoft Project. Estimate task durations and enter dependencies, as appropriate, and include at least 3 milestones. Remember that your schedule goal is one year. Once all factors have been entered and completed, print the Gantt chart and network diagram in a presentable format (1-2 pages max).

For tasks 1 & 2 make use of a template (e.g. on the intranet folder) and of samples from the textbook.

### How To Submit:

**ONLY** hardcopies of the scope statement, the WBS (list), the Gantt chart and the network diagram should be submitted to the office at B1.322.

Similar submitted assignments will result in a **ZERO** for all.

Any documents from the internet will result in a **ZERO**.

Finally, note that you will randomly be asked questions during the tutorial to ensure understanding. Failure to answer will result in a **ZERO**.