

Business Case: Online Card Game System

1.0 Introduction/ Background

As a group embers we were discussing what we like to do after class in our free time. The subject of card games came up and we each like playing multiple card games but don't like having to sign up multiple accounts everywhere to play them. This came to us deciding we should build an Online Card Game System that allows us to easily implement different rules of different card games so we only had to download one program to play all of the games we enjoy. The goal of the Online Card Game System is to provide a way to allow many different card games to be implemented under one framework instead of having to build separate frameworks for each game and allow users to implement their own rule changes and introduce new card games to the system with ease. The target customers are the adults who spend time online playing card games such as poker, euchre, and rummy and many other types of card games with their friends and family. An ideal customer of the Online Card Game System would be an adult who does not want to sign up for multiple sites to play each card game they enjoy playing. The Online Card Game System targets digital card games only. The only commerce activities of the Online Card Game System will be from advertisement revenue and from users who wish to receive a premium version with no ads by paying a flat or monthly fee.

2.0 Business Objective

The strategy of the Online Card Game System is to target the market segment of amateur card players and provide them with a way to enjoy their favorite card games as well as professional card players by offering them the card games game they love. The primary objective of the Online Card Game System is to grow a dedicated customer base and work towards long term profitability.

3.0 Current Situation and Problem/Opportunity Statement

Currently the Online Card Game System is a business idea only. Many online card games target multiple users by implementing specific card games. There are sites for poker and others for rummy and euchre for example. As a result, individuals who do not wish to sign up for and remember multiple user names and passwords wish to have take each card game they know and have it put into one system with one user name and password. The Online Card Game System has an opportunity to do so and allow users to add more games so long as the users know the rules of the card game, allow new users to learn how to play new card games, and allow professionals to practice their card playing skills. This way, the Online Card Game System will attract more customers and be able to get more revenue from advertisements as popularity of it will increase and we can charge more for advertisement space. After the initial Online Card Game System is launched, we will have the opportunity to add more features to the system, such as statistics for each hand in a card game based on existing rules and probability. Further market studies are required to determine the demand for such a feature.

4.0 Critical Assumption and Constraints

The proposed system must have a payback time of 2 years. To limit the amount of server resources needed and performance issues, the system will limit the number of features and card games readily available initially until we understand how much business we are attracting and what future resources will be needed and what games are being demanded the most. The system must provide a secure way of playing these card games together, allow live chat, video chat, and voice chat with the other players at each card table. Technical support must cost a minimum as there are limited funds for this project, and must be completed by the developers.

5.0 Analysis of Option and Recommendation

Options for addressing this opportunity:

- 1) Design a web application using HTML and CSS for the GUI and build the actual system in Java.
- 2) Use existing framework from other card games online as template and rework it for our purposes.

Based on the scope of the system we are building, I believe it would be best for us to go with option one. Upon collaborating with other members of the group, we believe that it will be easier to maintain and update our own code rather than decipher someone else's code. While this will possibly make this longer to complete, it will be the best option for the group's programmers.

6.0 Preliminary Project Requirements

The main features of Online Card Game System will include the following:

- 1) A framework that will allow for new card games with new rules to be added to easily
- 2) A way for users to talk to each other using voice chat
- 3) A database of registered users and their current chip count.
- 4) A way to switch between card games easily
- 5) Video chat to allow for more realistic and face-to-face interaction between users
- 6) Instant chat available to allow users without voice or video hardware to interact with other users.
- 7) Premium version for users to download to skip/get rid of advertisements.
- 8) A GUI that maximizes ease of use for new users, and is not difficult to traverse.

7.0 Budget Estimate and Financial Analysis

Initial estimates for the Online Card Game System will be \$0 as we plan to do the work without being paid initially. The software used to create the Online Card Game System will be open source software, resulting in no cost for development. Labor costs will be \$0 as we are working together as a group for free.

8.0 Schedule Estimate

The Online Card Game System should be completed and open for business within 4 months.

9.0 Potential Risks

The largest risk for this project is the lack of interest from the targeted market. We must be able to keep our Online Card Game System tailored towards users of all levels and minimize the risk of losing customers by offering too many options initially available or having a poorly designed GUI. The technical risk for the Online Card Game System is that the internet site provider will have issues and our application will not be available for users. Additionally we must make sure the rules of each type of card game are properly implemented before a release. If they are not, any legitimacy will be forfeited. Attracting beginners to play games which they've never experienced could be difficult as well. This risk can be reduced by offering help menus for each of the games implemented and creating help menus when new card games are introduced.