Lego project brief

Spaceship and video game for store marketing

Summary

This project's purpose is to build a physical display of a spaceship built using Lego parts, and develop a video game that lets the player fly a virtual representation of said spaceship in a fake Lego universe. The video game is meant to be played inside the physical spaceship on a miniature video game panel. The entire project is a marketing effort from the Logo company, to grant more visibility to a New York City store.

Stakeholders

The team involved in this project will consist of:

- A core development team:
  - A, freelance, as a video game developer
- A design team:
  - B, freelance, a designer with experience in video games art and design
- A Lego building team
  - C, Lego employee, expert Lego builder
  - D, Lego employee, expert Lego builder
  - E, Lego employee, expert Lego builder
- A management and quality team:
  - F, Lego employee, project manager
  - G, Lego employee, QA manager
- If possible, a testing team:
  - H, freelance, video game tester

Goals

The goals of this project are the following:

- ✔ Build a 3-meter high physical model of a Lego spaceship, that should be both realistic and visually attractive, and where both adults and children older than 6 can enter and sit comfortably in front of a screen.
- ✔ Develop a video game that lets users fly a virtual model of said spaceship in a virtual (fake) Lego universe. The video game should have a universe size that allows about 30 minutes of exploration, 3D rendering and navigability.
- ✔ Combine both components into a single reliable (and tested) product that is to be displayed in Lego's New York City flagship store, and that should be visually attractive, enjoyable and creative enough to lead to at least 50 Instagram pictures and 50 Twitter mentions on the first day of display.

Timeline

Steps	Substeps	Duration	Date
Design the Lego spaceship	Get the dimensions of the available space in the store	1 day	January 2
	Come up with 5 design ideas and rough scale models that match the technical expectations	6 weeks	February 16
	Pick the best design, that will be actually used. If needed, iterate on the previous step	2 weeks	March 1
Build the physical model	Build a fine scale model of the final design	1 week	March 8
	Plan the necessary resources (physical Lego pieces) using virtual tools	2 weeks	March 22
	Build the ship	3 weeks	April 10
	Test the reliability of the physical product	2 weeks	April 25
Develop the video game	Build a raw game with 3D graphics and navigability	6 weeks	February 16
	Create the Lego universe	6 weeks	April 1
	Integrate the spaceship design	3 weeks	April 22
	Test the reliability of the video game	2 weeks	May 5
Deploy the product	Integrate the video game into the physical model and test the combination ; make the necessary adjustments	1 month	June 5
	Deploy the final result into the store	2 weeks	June 20