

CI

by Kapil Pokhrel

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This Endeavor would not have been possible without our parents and friends unfailing support and encouragement.

Sincerely,

Kapil Pokhrel(NPI000030)

Saroj Kandel(NPI000043)

Shivam Ranabhat(NPI000047)

Bikram Shrestha(NPI000022)

Sujan Ale Magar(NPI000050)

PART 1

1.1Introduction

BKSS Tech Solution is a real-life problem-solving organization. BKSS tech solution was established in 2016. BKSS is the quick and inventive innovator in deciding for customer items. BKSS is the leading developer of software in the world. BKSS products are one of the most successful and recognized applications in the world of information technology.

BKSS specializes on creating, manufacturing, and marketing embedded systems and software that automate and simplify daily tasks. BKSS main purpose is to integrate automation into everyday procedures. Because of our unique solutions and after-sales support, we have been successful in establishing confidence among our clientele. BKSS provides services to businesses to help them improve their overall performance. BKSS meets all an organization's technological and business requirements. It has been delivering ICT solutions to businesses and individuals for over a decade.

At BKSS Tech Solution, we have a qualified staff of consultants, designer, graphics artists, programmer, and developer they have experience and ability to produce effective solution for your requirements. Our team are hopeful that you will be satisfied with our standard facilities.

Our company provided following services:

- Application and Software development
- Quality Graphics designing
- UI/UX design
- Website and Web development

1.2 Problem Statement

According to a recent study by the UN General Assembly, more than 53% of children in the world use a mobile phone. From this data we can analyze that more than 47% of children face mobile phone problems. They are using mobile phones as a means of Entertainment. Science and governments are increasingly concerned about the implications of children's use of smart devices. Children's development has been negatively affected by too much time spent on smart gadgets and the Internet, according to studies so far.

There are different software development companies in the market, and they are working on the same project as us so to overcome these companies we must innovate new ideas. We must provide children a useful application to overcome the problems. With primitive graphics aren't very helpful to children. They are still having difficulty learning and identifying the types of lessons they are learning, according to the report. Images and movies are essential to their mental workout. To solve this problem, we have developed a quiz application that will be both educational and entertaining for children.

1.3 Objective Statement

The objective of this software is to provide educational knowledge with gaming format. It helps children to use their wasted time to get some knowledge. They can increase their knowledge in a competitive environment. to motivate children in research.

Part 2:Idea Generation

2.1 SCAMPER:

A mixture of seven terms, SCAMPER stands for Substitute, Combination, Adaption, Modification, Put to another Use, Elimination, and Reversal. It's used to help people think beyond the box in a systematic approach. Innovations \be created because of this. What's new in SCAMPER is the adaptation of what's old.

2.1.1 Illustration

S	SUBSTITUTE
C	COMBINE
A	ADAPT
M	MODIFY
P	PUT TO OTHER USE
E	ELIMINATE
R	REVERSE

Substitute	Instead of using traditional applications with no intelligence, Mega Quiz applications will be used where children can exercise their mind. And instead of using traditional graphics, modern animation and pictures are used.
Combine	Combining the ordinary application with multiple modes such as competition mode, animation mode and online quiz contest mode so that the Mega Quiz application will be made smarter.
Adapt	Make the price of membership of Mega Quiz application cheaper and affordable. Make this Mega Quiz application a complete guide for children's learning.
Modify	Modify the existing ordinary application with the integration of new question, mode and alarm children for learning. Modify programming with different AI and algorithms.
Put to other use	The Mega quiz can also be used as a replacement for other learning applications as it covers all the basic learning of mathematics, science, technology and many more.
Eliminate	Change the application user interface to make it more attractive and easier to use. Eliminate unnecessary options and provide an easy interface to make it more comfortable to use.
Reverse	Make the Mega Quiz with the improvement of sounds and visuals in animation mode, add new levels and more additional modes.

2.1.2 Evaluation

Scamper has several advantages over other strategies. Since it aggregates all of the results in a straightforward manner by asking predefined questions for an excellent result that produces an excellent result that includes all of the solution's advantages. From the above table we can have many positive outcomes which will enhance our quiz application. Substituting the traditional application with the new Mega Quiz application will be beneficial for children for learning. Combining the ordinary application with Animation mode, competition mode will make it smart and perform various knowledgeable operations. Another point is that it makes its subscriptions cheaper. Modifying the primitive type of application with the integration of new modes and questions. By this, Mega Quiz will be the replacement of other learning applications. Another point is that this application will be easier to use due to its modern graphics and animations. Eliminating the unnecessary options and old visuals technology will make Mega Quiz application better and will become a great kid learning application with the enjoyment of animation.

2.2 Mind Mapping

The method of mind mapping is a graphical representation of concepts structured around a key theme. This graphical representation allows us to visualize our thoughts, words, tasks, information, and so on. The technique of mind mapping entails centralizing a major thought and organizing fresh and related ideas as branches around the central notion. It aids in the analysis, visualization, and organizing of ideas and concepts so that we may learn and make informed decisions.

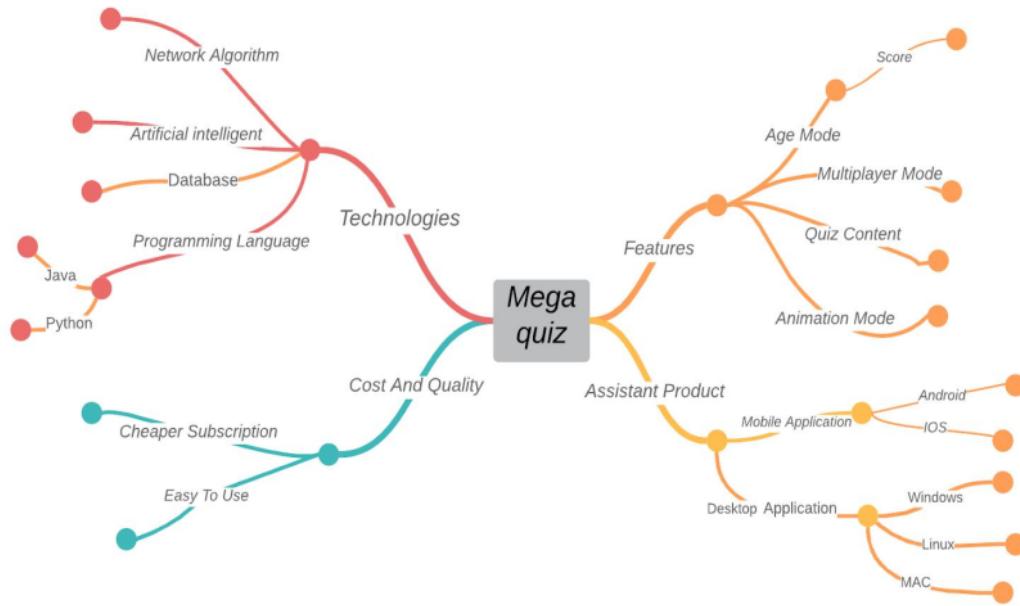


Figure: Mind Mapping

2.2.1 Outcomes

From the above diagram of mind mapping technique, many outcomes are generated which are listed below:

1. Cheaper subscription, easy to use with network algorithms and artificial intelligence. With different features like age mode, multiplayer mode, quiz contest and animation mode. With different features like age mode, multiplayer mode, quiz contest and animation mode with java and python programming language. My SQL database is also included.
2. Cheaper subscription, easy to use with network algorithms and artificial intelligence with assistant product of mobile applications i.e., android and iOS, desktop application i.e., windows, Linux, and MAC with different features like age mode, multiplayer mode, quiz contest and animation mode.
3. Cheaper subscription, easy to use with network algorithms and artificial intelligence with assistant product of mobile applications i.e., android and iOS, desktop application i.e., windows, Linux, and mac with different features like age mode, multiplayer mode, quiz contest and animation mode.

2.2.2 Evaluation

We have chosen the first option from the above outcomes. It addresses Cheaper subscription, easy to use with network algorithms and artificial intelligence. With different features like age mode, multiplayer mode, quiz contest and animation mode. With different features like age mode, multiplayer mode, quiz contest and animation mode with java and python programming language. My SQL database is also included. Because it is less expensive, and our goal is to make it affordable to everyone, this outcome is the most appropriate among the alternatives.

Part 3:Competitor Analysis and Product Concept Description

Kapil Pokhrel(NPI000030)

3.1 Competitor Analysis

As the name suggests, competitor analysis is the process of identifying and researching rival products in a certain market. It is possible to build a good marketing plan for your firm after researching the marketing strategies of your competitors. Detailed information is provided in this research of how competitors conduct their company. You will be able to identify areas where your product may compete with other products. First, it is extremely tough, but not impossible, to fight against other competitors.

Similarly, we decided to create a mobile application that is connected to children's education. Our program offers both online and offline functionality. Many companies are competing with us for our dream project, 'Mega Quiz', on the market. Amongst them, two competitors' applications are briefly discussed in the following manner:

NEW KBC

NEW KBC quiz is very interesting online quiz game which was developed by trsofttech in 2019. In this quiz You can proof you are clever and train your brain. Their mission of this company is to change the perception of children and the other Application by empowering them & provide educational support

Quiz planet

LOTUM company is one and only foremost Company that is devoted to make children applications. The first product of LOTUM is General Knowledge Quiz which only compatible for android users .Quiz Planet is also their product white was developed in 2019. LOTUM is well renowned for it is children applications.

Product Name	New KBC Quiz	Quiz Planet
Company	trSoftech	LOTUM
Established	2018	2017
Uniqueness	<ul style="list-style-type: none"> • Test knowledge with countless interesting quiz questions from 6 different categories • Can be Played against friends and random players • Provide points after Quiz is won and points can be converted into cash. 	<ul style="list-style-type: none"> • Four different categories of knowledge including history, sports, geography, and technology • Compare knowledge with rest of the players of the world • For 5 correct answers in a row, prices are awarded
Limitations	<ul style="list-style-type: none"> • Offline Quiz is not available, • There is no limitation of age. • Children have a tough time playing with others of different ages in the same mode. 	<ul style="list-style-type: none"> • Only 4 categories of questions are asked. • Supports English language only • Children cannot check their history and improvements. • No time limitations for questions
Technology	Developed in java programming language with MY SQL database.	Developed in python programming language with MY SQL database.

3.2 Comparison of proposed product with Competitors

Children will choose our quiz game over those of our competitors. Multiplayer mode, competition mode, animation mode, and quiz contest mode, where questions are asked based on the registered age, which is a completely different concept from these two games, will entice more kids to play our quiz game.

3.3 Product Concept Description

3.3.1 Visual of Product



Figure: Home layout

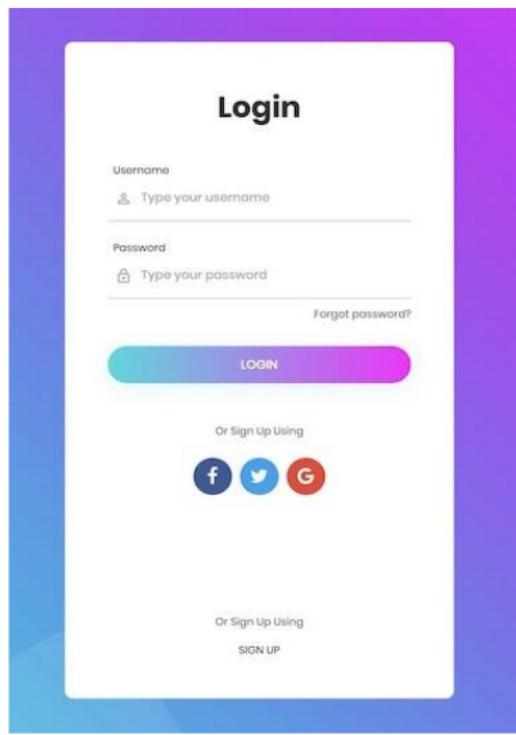


Figure: Login interface

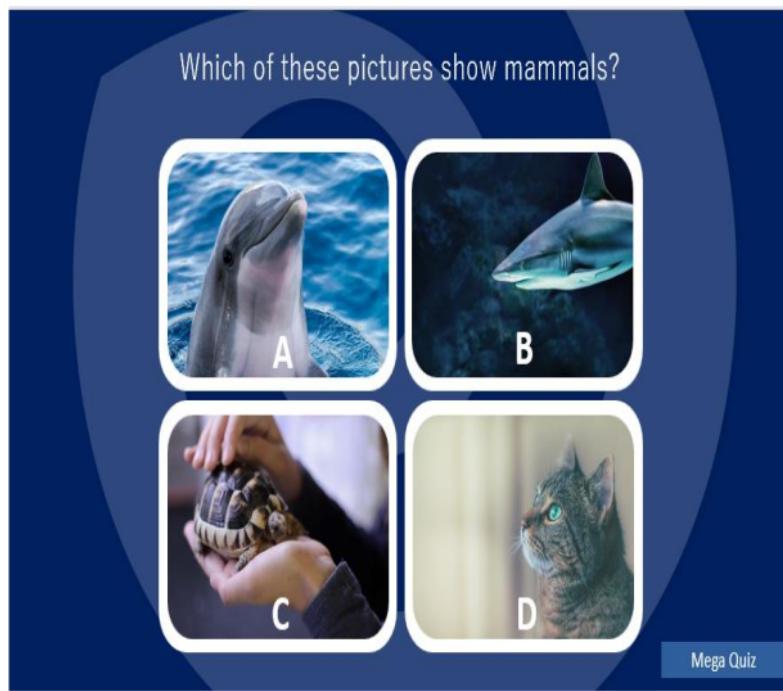


Figure: Question Interface

3.3.2 Features of Product:

The major feature of this Mega Quiz application is that it is Source of valuable and little - Known Information. Children can have entertaining questions and task for all categories of interest. The difficulty of the question will be determined by the age you select while registering for the quiz. A new age level will be available after completing a particular age level. Mega Quiz lets you feel the thrill of competing for a grand prize of one lakh through 15 puzzles and quizzes that will test your skills. Mega Quiz enables to Challenge with friends and other gamers in a friendly competition for the top positions.

There is a quiz contest mode available exclusively in the paid edition, which requires a monthly subscription. You can enter the game either solo or in a group of up to three friends. Children under the age of five should use the animation mode. Animated lessons are a great way for children to learn.

3.3.3 Function of the product:

The main goal of this Mega Quiz app is to help children with their academics. This application helps children to use their minds in a fun way. For them, this application functions as a learning aid. It conveys more knowledge and broadens their creativity through animated videos and graphics. Children can use the Mega Quiz program to test their IQ and enhance their creativity.

3.3.4 Technology

Platform

Visual studio is a Microsoft Integrated Development Environment (IDE). It is open source. On this platform, we may create web applications, desktop applications, and mobile applications. Visual studio is available for a variety of operating systems, including macOS, Linux, and Windows. It also aids with the collaborative platform for teamwork. For Mega Quiz app i am planning to use VS-Code as IDE.

Language

Java is an object-oriented programming language that is being used to develop applications for various platforms. For this Mega Quiz i am planning to use java. With the help of java, we can have strong security and it is most popular for making mobile and desktop application.

Database

Different database management systems exist, like PostgreSQL, filmmaker and RDMS, clipper and FoxPro. But MySQL is the finest of the bunch. It's a free database management system that's open source and is best for Mega Quiz.

Shivam Ranabhat(NPI000047)

3.3.5 Competitor Analysis

Name	Trivia Quiz 2021	Kids Quiz Gk
Company	Submarine	ACKAD Developers
Established	2019	2021
Uniqueness	<p>a. It focuses on play and learning so that if you don't know the answer you can find a help option so that you can keep learning.</p> <p>b. The more you give the more difficult questions are asked</p> <p>c. You can win in-game money/coins and can use the help option while in difficulty.</p>	<p>a. It is available in two languages i.e., Hindi and English.</p> <p>b. Can be played with one or more players on the same device with different scores.</p> <p>c. It has 20 levels and if you give the wrong answer, it will start again from the beginning.</p>

Limitation	<p>a. No age limits</p> <p>b. No categories for questions.</p> <p>c. It is not a multiplayer quiz app so that you can compete with your friends.</p>	<p>a. Only Gk related questions are asked.</p> <p>b. Any age group can play but questions for adults are easier.</p>
Technology	Developed in Python	Developed in Python

a. Opening

Trivia Quiz 2021 is a quiz game developed by SubMarine in 2019. It is an offline game which is a special platform to enhance your general knowledge and IQ. It is available in free version only and is also popular as a source of valuable and little-known information (SubMarine,2019). Trivia quiz 2021 is providing service from 2019 and all the reviews in the play store and Appstore are positive. Trivia quiz 2021 is downloaded by more than 10 million users providing 4.4 rating stars. From this we can easily know the satisfaction of the users.

Kids Quiz Gk is also a quiz game specially for kids developed by ACKAD developers in 2019. This application is also available in a free version where you can choose two languages i.e., Hindi and English. This is also very popular as the best education game which improves general knowledge with great enjoyable play and also revises all your study, making your mind sharp (ACKAD Developers,2021). As Kids Quiz Gk was released on 30 march,2020 it has crossed 1 million plus downloads with maximum positive reviews.

b. Uniqueness

Trivia Quiz 2020 is popular due to its various unique features like this game that engage people to play with intention to learn. In this game the most interesting and unique feature is that if you get confused and don't know the answer of the questions you can use the available help option so that you can continuously learn without facing problems. Similarly, the level of

complexity for questions will increase with the correct answer you give which will increase the brain capacity to face difficult questions and enhance your IQ level. There is one more special feature of this game that is you can use the in-game coin/money which you can win by giving the correct answer.

Kids Quiz Gk has a bunch of unique features due to which it has crossed millions of downloads within a year. First unique feature of this game is that it is also available in Hindi language including English language. It is available in a free version which is specially made for kids. It can be played by more than one user on the same device with different scores. There are 20 levels and if you give any wrong answer, the game will start from the beginning with 0 score.

c. Limitations

Along with uniqueness Trivia Quiz 2020 also has many limitations like this game has no age limits by which the questions which are asked in this game can be difficult for small kids. There are no categories for questions so that questions are asked in a mixed pattern. In this game there is no mode for multiplayers.

In Kids Quiz Gk there are no categories for questions so that questions are asked which are related to G.k only. This game is specially for children but has no age limit by which any age group can play this game. Questions are asked specially for children but if any adults wants to play this game then the questions for them will be very easy which can't enhance the IQ level and this game became a waste of time for them.

d. Technology

Both the games Trivia Quiz 2020 and Kids Quiz Gk are developed using the Python programming language.

3.3.6 Comparison of proposed product with Competitors

In the comparison of these two competitors our quiz game will be the best quiz game for children. The features like multiplayer mode, competition mode, animation mode and quiz contest mode where questions will be asked according to the registered age which is a totally unique concept than these two games will attract more children to use our quiz game.

3.3.7 Product Concept Description

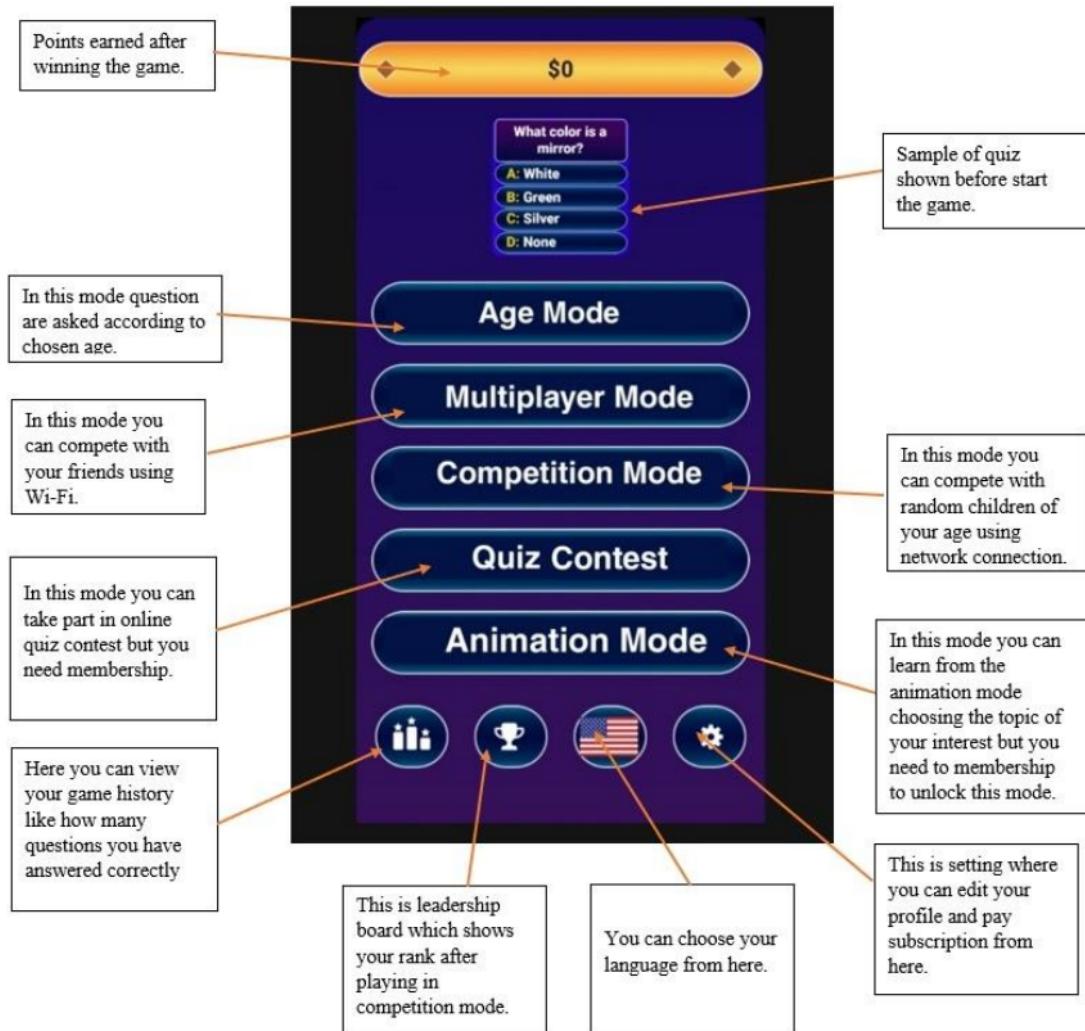


Fig: Android Interface of Mega quiz application

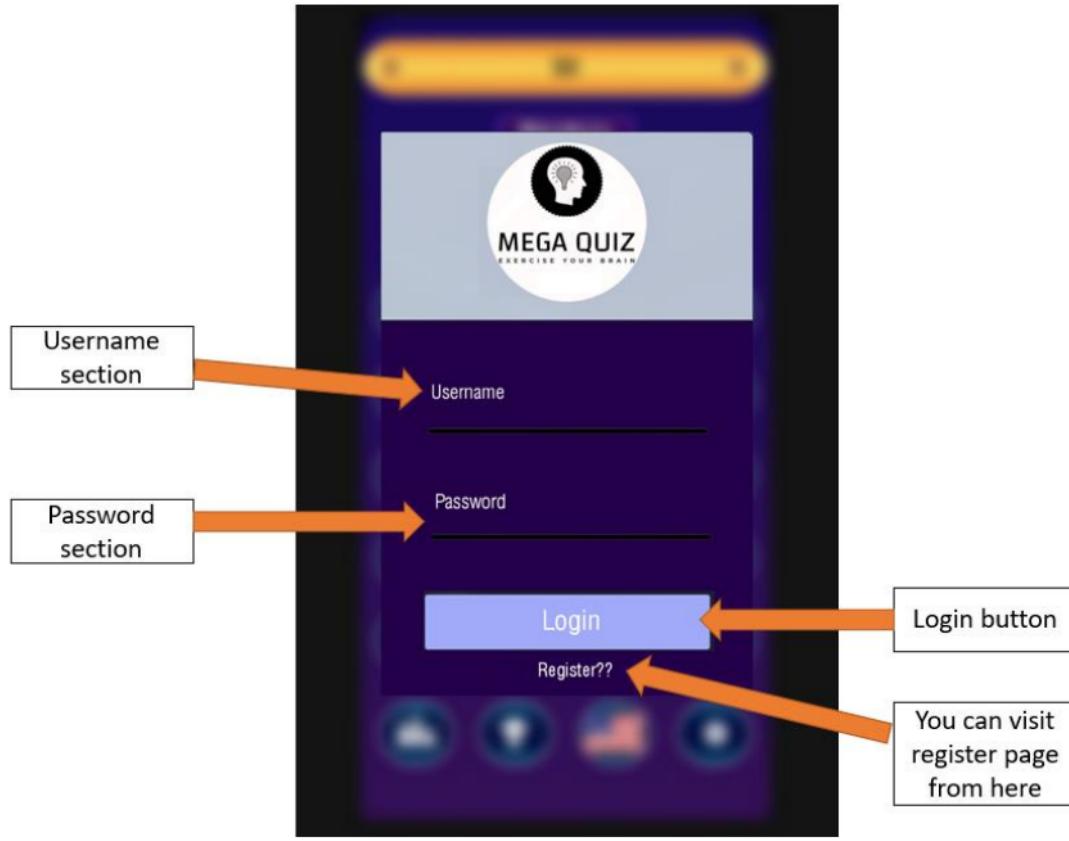


Fig: Login interface



Fig: Register interface

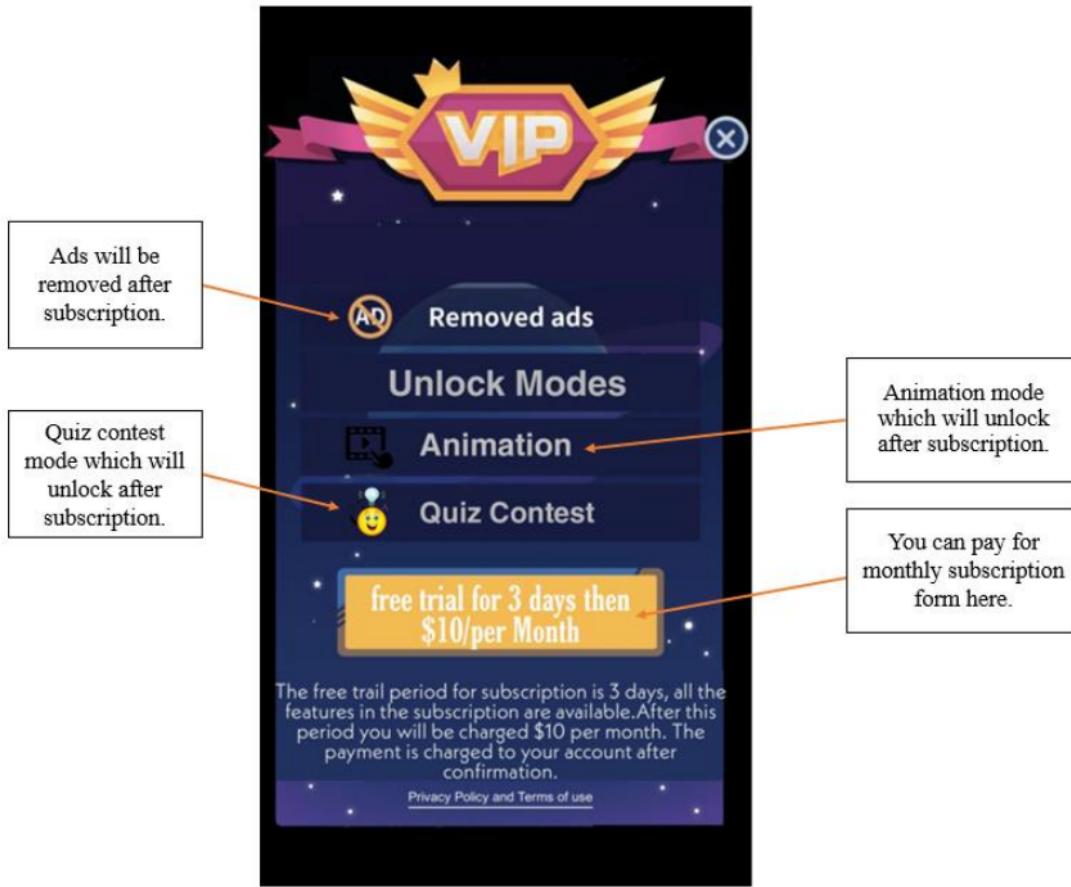


Fig: Subscription Interface

3.3.8 Features

Age Mode	1. The hardness of the question will appear according to the age you select during registration. 2. After completing a certain age level, you will be able to choose another age level too.
Multiplayer Mode	3. You will be able to play this game with your friends competing with them individually using an internet connection.
Competition Mode	4. You will be able to compete with random children of your age.
Question Categories	5. Various categories of questions will be available like English grammar, math, general knowledge, science etc. which you can choose according to your need.
Animation Mode	6. Animation mode will be the specialty of our quiz app which is the best way for children to learn new topics through animation videos quickly.
Quiz contest Mode	7. It will be available in only a paid version where a monthly subscription is needed and you can take part in the contest either individually or with your mates (3 in a group) and if you win the contest, you can get a free subscription for 1 month.

3.3.9 Functions

The major functions of Mega Quiz are

- a. Test the IQ level of the user,
- b. Test the understanding of course materials related to different subjects,
- c. Compete with your friends/ random users,
- d. Provide extra knowledge and increase creativity through animation videos and
- e. Increase the capacity to face challenges.

3.4 Technology

Technologies which will be used to develop Mega Quiz are the java programming language and database. Database will be used to store all the personal data of the users which they will provide during registration and to keep records of the user of the paid version of Mega Quiz.

Sujan Ale Magar(NPI000050)

3.4.1 Competitor Analysis

Name of Product	Letter Quiz Lite: ABC tracing	Emoji Quiz – Emoji Keyboard
Company	Lawrence Ingraham	Eternus Games
Uniqueness	<ul style="list-style-type: none">1) It really focuses on the basic learning like handwriting of kid, identification of numbers letters and matching the condition of variables (uppercase, lowercase).2) Here, it's just like the level up, the more kids get the basics, the harder is yet to come.3) The free(crack) version is available.	<ul style="list-style-type: none">1) The particular kid is tasked to solve (guess the emoji puzzles).2) By seeing the pictures(emoji) the kid has to test their logic(creativity) level. There's also a hint if there is any problem.3) As, correct answer, kids can get coins and level up which make the game more interesting.
Limitation	<ul style="list-style-type: none">a. For, pro(full) version. The user should pay some amount for money.b. Only for iPad, iPhone and iPod Touchc. Made for 0-5 ages kids.	<ul style="list-style-type: none">a. Here purchasing items is available for a complete game.b. Certain bugs and graphics problems can be seen sometimes.c. This is compatible on IOS only.
Technology	The application is made on Python.	The application is also made on Python.

a) Opening:

The Letter Quiz is the kid game developed by Lawrence Langraham. Basically, this application is for the enhancement of the IQ level in kids between 0-5 years gape. Lawrence Langrahm has been a very successful company since 2017 and is now downloaded by nearly 5 million people. Rating of this app is also at a very satisfactory level (4 stars).

The Emoji Quiz is a very interesting kid game developed by Entrenus Games. This is highlighted as one of the most successful and very famous of all because of the quality graphics and interface. Entrenus Games has developed many other successful games since 2012. This app is downloaded by nearly 10 million people all over the world. This app has a rating of 4.5 stars.

b) Uniqueness:

Letter Quiz application is very popular because of its simplicity and unique texture. Here, the individual kid has to identify the figures, numbers, letters and match the preferred condition. Also, this app focuses on the uppercase and lowercase. The quiz gets more and more difficult and complex as the level of the game is completed. The crack version of this application is available. However, for the full version the individual has to pay for more features.

The Emoji app is so much fun loving as the user interface and graphics made a very positive impression on kids. Here, the kid has to solve the puzzles in order just by seeing emoji. From this, the logic level of kids has a drastic positive impact. There's also a hint given if they didn't find any clue. The right answer may collect coins and the specific amounts of coins can lead to the next level and make the games more interesting.

C) Limitation:

The Letter Quiz application is freely available on different IOS platforms i.e. iPad, iPhone, iPod Touch etc. but not in other operating systems. However, the full version needs to be paid to use. Similarly, there is also the age restriction and only effective ages between 0 to 5.

The Emoji Quiz may lag sometimes because of its high graphics problems. This application is also only compatible with IOS. For some interesting features the users have to pay.

d) Technology:

Both of the software (letter quiz and emoji quiz) are made by Python.

3.4.2 Product Concept Description

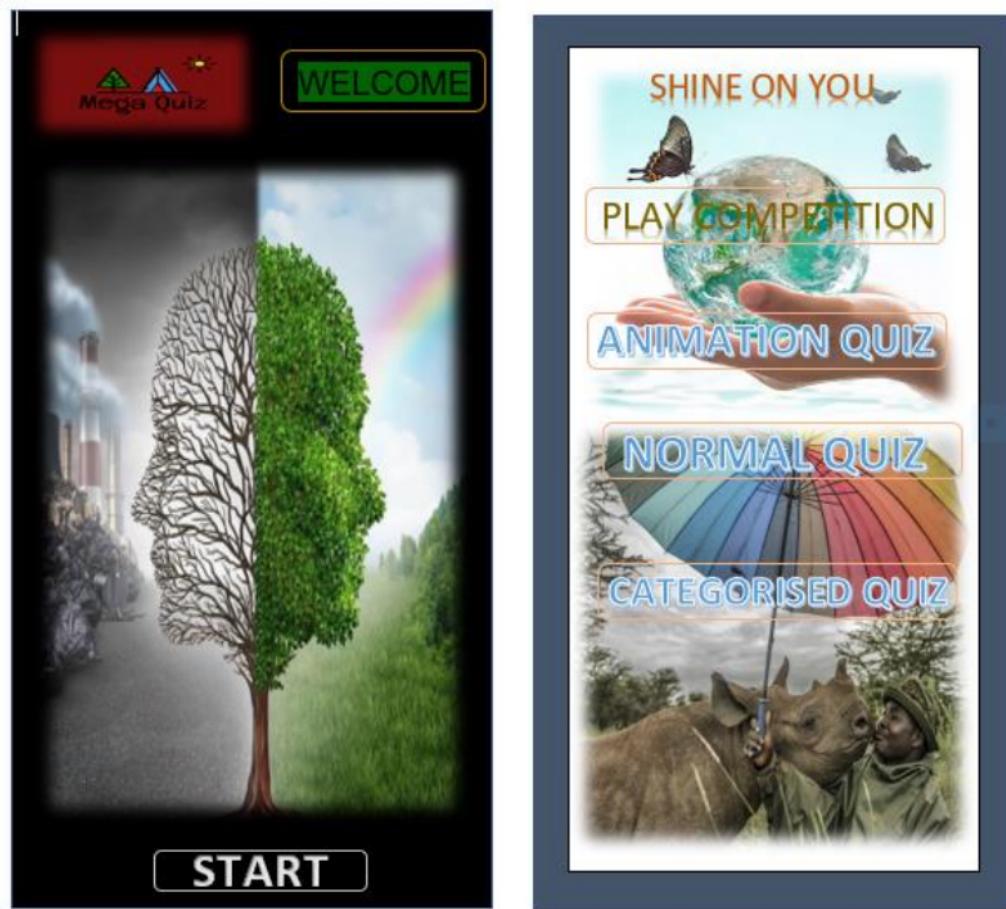


Fig: Application interface

3.4.3 Features

Play Competition	Here, the player can compete to other player globally and the top 3 players can win exciting gift hampers.
Normal Quiz	The player can also play the game offline and test their IQ level in various sectors.
Animation Quiz	The user can also enjoy the animation graphics and flourish their IQ level.
Categorized Quiz	Here, the individual can choose their desired sectors such as sports, animals, arts, places, things, transportation, etc.

3.4.4 Functions

Some of the major functions of our application are enlisted below:

- i) The user can test their IQ level as well as learn GK at the same time.
- ii) To encourage the inner creativity of players by various animation, graphics, and competition.
- iii) To encourage the confidence in IQ of the individual.

Bikram Shrestha(NPI000022)

3.4.5 Competitor Analysis

Competitor analysis is the method of identifying businesses in the market that offer products or services like you and assessing them based on predetermined business criteria. A good competitor analysis can support you to see your business and your competitors from the client's perspective and see where you can progress. Competitive analysis efforts on identifying market participants who are in a position to violate your opportunity, with each participant operational strengths, product offering, market advantage and true weaknesses.

Product Name	Quiz UP	Quizoid
Company Name	GLU mobile	trivia
Uniqueness	<ul style="list-style-type: none">-Quiz UP has multiple players available.-Meet and communicate with new people.- It has six different rounds which are interesting.- Only one quiz access at a time	<ul style="list-style-type: none">- It has ten different categories for each game mode.- It has 7000 plus questions.-It supports multiplayers.

Limitation	<ul style="list-style-type: none"> -Different age people play in the same mode which is difficult for children. -Time limitation is only 10 sec available for each question. - Quiz history isn't available after 7 days. 	<ul style="list-style-type: none"> -It only supports English language. -There is no available time for giving an answer. - Prevent spamming and enclose people to a single response.
Technology	<ul style="list-style-type: none"> -Quiz UP application uses the PHP programming language. 	<ul style="list-style-type: none"> -Quizoid applications use the Java programming language.

1. Opening:

- Quiz UP:

QuizUP is an obsolete mobile game developed and published by simple vanilla game and run by Glow mobile. This game was a mobile travel app, just like game travel acquisition. It is a multiplayer game where one user plays against another with 7 rounds of multiple choice on different titles.

- Quizoid:

Quizoid is a multiple-choice trivia application, it is accessible on apple app store and play store. In 2011 A.D Richard Raue developed quizoid. Quizoid was downloaded more than 2.5 million times as of March 2019 and is known for its challenging questions combined with an easy design. It is one of the most successful quiz apps in Germany since 2011 but now it is available in a totally different design and technology.

2. Uniqueness:

- Quiz UP:

QuizUP is the best game for children due to their different features. There is a multiple option so you can easily play with your friends. In this game, we get 6 different rounds of multiple-choice questions, and some contain images, such as for a brand logo or celebrity categories. You have 10 seconds to answer the question, if you quickly give the answer then, you get extra points. Each game consists of six multiple choice questions. At the end of the competition, you will see a summary of the score you get. The latter question is a bonus that will give you double as numerous points and helps save you if you fall behind.

- Quizoid:

Quizoid is one of the most popular quiz applications due to their different features. One of the most important features is, it is an offline game. It has more than 7000 plus trivia questions from ten different fields such as technology, sports, science, nature, art and entertainment, geography, general knowledge, oddities and nature. It has three different game modes which include 3700 English and 3700 German questions. But its latest version has 4000 questions with two new game modes. It supports different operating systems such as android and iOS.

3. Limitations:

- Quiz Up:

Quiz up players start to play first by signing up either Facebook or email which is hard for users. If players want to play higher level, they achieve a separate status level.

- Quizoid:

In the Quizoid it has more categories which are difficult for kids. It supports only English language, so all types of kids have difficulty playing the quiz. Quizoid's new version isn't available freely. It has more questions but less game mode. It doesn't support all types of OS, so it is difficult for users. There is no time available for each question.

3.4.6 Product Concept Description



Figure: iOS Interface of mega quiz application

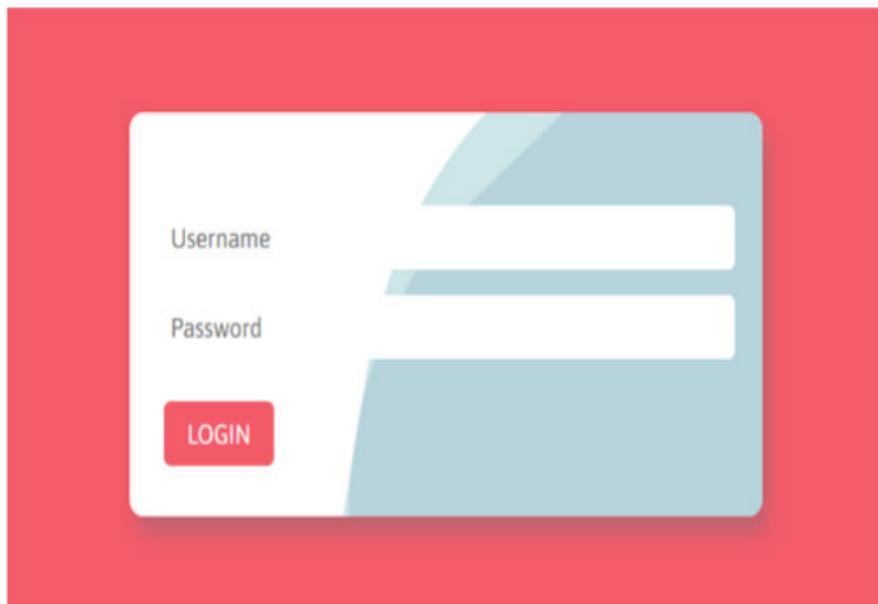


Figure : login

3.4.7 Features:

1. Quiz contest mode:

Quiz contest mode is only available in the premium version because in this mode some payment is needed.

2. Age mode:

Age mode is a freely available mode, in this mode there are three different levels: easy, medium, and hard. The child is divided into groups according to their age.

3. Multiplayer mode:

It is only available in the premium version of mega quiz. In this mode you can play with your friends with the help of the internet.

4. Competition mode:

It is available in both free and paid versions. You can compete with your age and your friends.

5. Animation Mode:

It is the most popular mod of mega quiz and it is available in both versions. It helps children learn quickly with different topics.

3.4.8 Function:

Mega quiz has different types of functions some are as follows:

1. It provides different types of knowledge in their different categories.
2. Quiz tournament is available in a premium version.
3. It helps to increase the confidence level of a child.
4. It is related to education.

3.4.9 Technology:

The Java programming language and MYSQL database are used to develop mega quiz applications. Players' all details are stored in the database when players register their details.

Saroj Kandel(NPI000043)

3.5.1 Competitor Analysis

PRODUCT	Kids GK Quiz	General knowledge quiz
COMPANY	Deep Glance	Nethra
UNIQUENESS	<ul style="list-style-type: none">-Invented for only child-192 topic are covered- Different languages are available.-Animation to give better user experience.-Sound system as well	<ul style="list-style-type: none">-Different modes and different genres are available.- Fun and excitement-Quick and simple.
LIMITATION	<ul style="list-style-type: none">-Only suitable for small kids-No time limitation for questions.-It cannot develop the communication skill of children.-Cannot check the history-Cannot challenge friends for games	<ul style="list-style-type: none">-No time limitation for question-Prices for the winner are not available.- Competition cannot be arranged between friends.-Cannot check the history.

TECHNOLOGY	In this system flutter programming language and clipper database was used.	They are using python as a programming language and foxpro database for their system.
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A. Opening

Kids Gk quiz is one of the best learning apps. Kids Gk quiz was developed by Deep Glance. Kids can play it offline. It was invented for kids. It was very interesting for curious kids. It was designed for independent discovery. It is a paying app and above 50k people are using it and the user provides the rating 4.4 from which we can know this app was entertaining for kids.

General knowledge quiz is also the best gaming software for learning. It was developed by Nethra. There is numerous subject -based knowledge and current general affairs information that is updated regularly. This world general knowledge app helps you to be sharply written in Gk and to be fast in world Gk learning, to be successful in this competitive world. It has crossed the 1 million plus downloads in the play store and users give the 4.4 rating for this app.

B. Uniqueness

Kids Gk quiz is very interesting and unique due to its various features like development for children. In this game many topics are covered. Everyone knows education is boring, so this app makes education more creative and interactive. There are different languages available in this game kids can play with their native language. It also has a good image and animation sound system, it has more than four hundred questions in different subjects and many others. It will help the children to increase their IQ level.

General knowledge quiz is another bunch of interesting features. Its best feature is that we can play it in offline mode, it has a completely free and user-friendly interface, practice quizzes in offline mode, share the question with friends are the regions of its success. Its features satisfied the 1 million plus people, so it is an amazing app.

C. Limitation

The bunch of the unique feature kids Gk quiz also has the limitation. only for small kids but no age, questions are only Gk related. It cannot develop the communication skill of children, cannot challenge friends for games are some limitations of this game.

The best quiz app General knowledge Quiz which was known for its unique feature also has some limitation.no time limitation for question, prices for winner are not available, cannot check the history are some limitations of this software.

D. Technology

Deep Glance was using the latest and advanced technology for the development of Kids quiz GK. They are using the latest programming language and the paying database for the system. By analyzing the technologies of this system, we can say it was highly secure.

The developer of the General Knowledge Quiz was Nethra. Nethra is one of the successful companies. They made the system highly secure. They are using python as a programming language and a FoxPro database for this system.

3.5.2 Comparison of proposed product with Competitors

In the examination of these two contenders our test game will be the best test game for youngsters. The mode like multiplayer mode, competition mode, animation mode and test challenge mode where inquiries will be posed by the enrolled age which is an extraordinary idea than these two games will draw in more kids to utilize our test game.

3.5.3 Product Concept Description

Visuals of the product concept

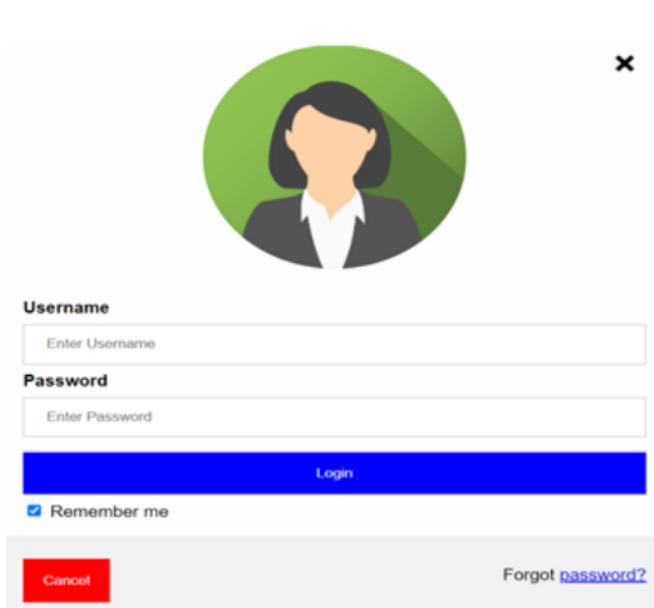


Figure: login page

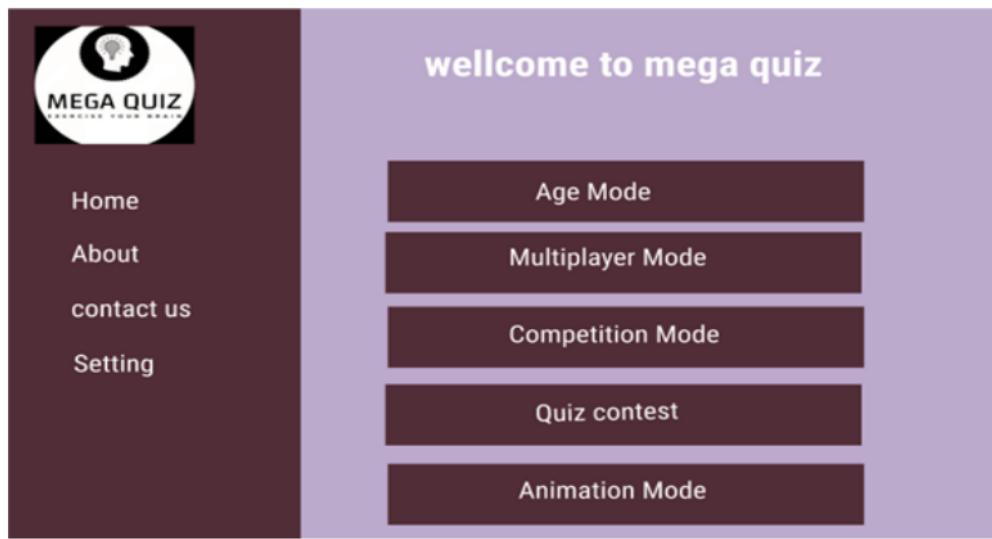


Figure: home page of game

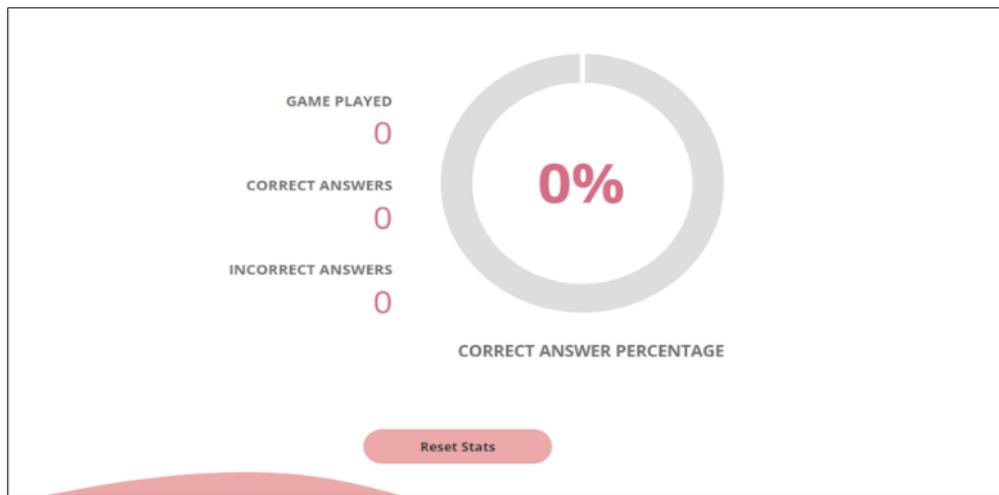


Figure: status page

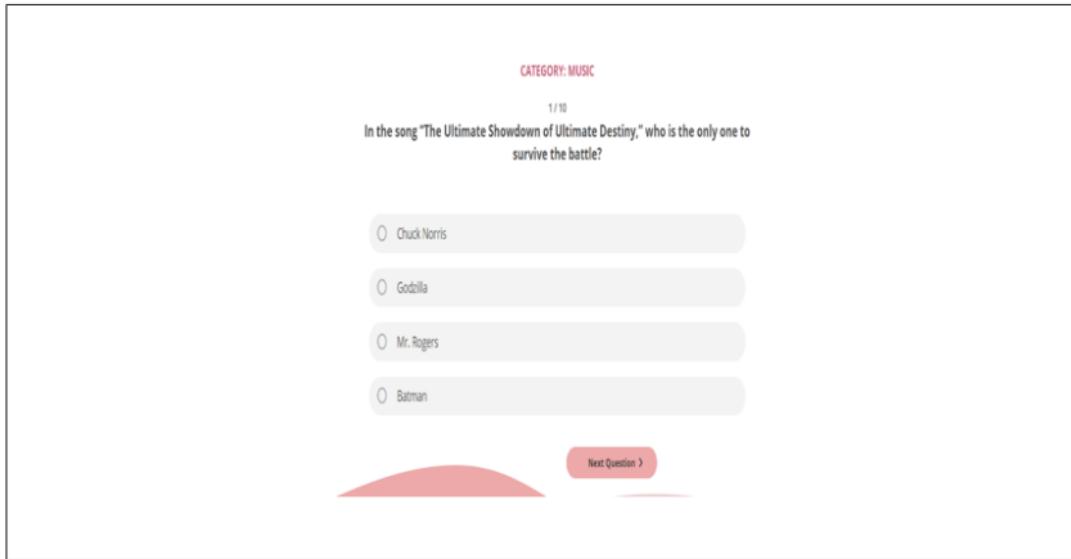


Figure: question page

3.5.4 Features

Age Mode	<ol style="list-style-type: none">1. The age given by the user during the registration determines the hardness of the question.2. After getting the success on their own age group, users can choose the upper age level.
Multiplayer Mode	<ol style="list-style-type: none">1. Users can compete with their own friends with internet connection.
Competition Mode	<ol style="list-style-type: none">4. Users can participate in tournaments and play with random players.

Question Categories	5. Different subject's questions are covered like math science, math, sport, English, and many other users can select the topic according to his/her need.
Animation Mode	6. It was designed for very small kids in this mode. Kids can learn with the animation through which they can learn easily.
Quiz contest Mode	7. It is available in only a paid version where a monthly subscription is needed and you can take part in the contest either individually or with your mates (3 in a group) and if you win the contest, you can get a free subscription for 1 month.

3.5.5 Function

After selecting the mode in the home page, the user goes into the question page. In this page users can get the question form chosen category. And mark on the correct answer if he/she does not know the answer then the player can go for the next question. User can view his/her results after completing a quiz. Users can get different results like how many games he/she has played and how many answers are correct and how many answers are incorrect and the percentage of the correct answer.

3.5.6 Technology

The technologies include the Java programming language for frontend and backend and MySQL database for our software.

Part 4:Market Identification

Kapil Pokhrel(NPI000030)

4.1 Price

We wanted to make this product as inexpensive as possible without sacrificing quality. As far as possible, we aimed to offer services at a reasonable cost. The free and paid versions of the Mega Quiz will be available. Mega quiz is a free version where you may play with your friends and learn new topics, but the paid version requires a \$10 monthly subscription to participate in quiz tournaments. It is easy to unlock the animation mode for your children when you subscribe. In both the App Store and Google Play, this application will be offered for free to all users. Downloading it is free. A subscription is required to access some more features.

4.1.2 Product

Only youngsters under the age of 16 can use our product. Our program has several distinct settings, including easy, medium, and hard. There are several categories of games in each mode. It is appropriate for all sorts of phones, laptops, desktops, and tablets since it requires minimal memory and RAM and supports all forms of operating systems. It is superior to other quiz games since the makers have included the newest technology and new features into the game.

4.1.3 Place

This product is not affected by the location where it is used. As a result, children from all over the world may benefit from it. Designed to be exported to all nations, this product is available worldwide. However, it is now only available in Nepal. This product is available in the Google Play Store, the App Store, and the Microsoft Store. Internet connectivity is required to download it. They can play this game on laptops, phones, and tablets.

4.1.4 Promotion

Any company's product success is directly related to how it represents itself in the marketplace and how well it advertises. Adverts that fail to grab attention might be a sign of product failure. This might lead to a business loss for the firm.

Most consumers will choose for the free version over the premium version, according to research. Our collaboration with other goods will be evident in the free edition of the game, which will have their advertisements within the game. This product will be advertised on a variety of social media sites and television channels. After marketing it on Medias, I'll take it to other NGO's and INGO's that are involved in children's education and skills development.

Shivam Ranabhat(NPI000047)

Market Identification

4.1.5 Price

Mega quiz will be available in two versions i.e., free version and paid version. Free version of mega quiz is normal where you can play with your friends normally to enjoy and learn new things but in the paid version you will need a monthly subscription of \$10 which will allow you to take part in different quiz contests. After taking a subscription you can easily unlock the animation mode which is the best mode for your children to gain knowledge quicker than normal modes.

4.1.6 Product/Package

Mega Quiz will be available specially for children below 16 where various modes will be available according to the chosen age. You can play this game choosing your own language and subject of your interest as we will add most of the languages and subjects. To avoid cheating in competition mode we will set a time limit of 10 secs and disqualify the match if any unusual activities are detected. During the time of the pandemic, we will try to convert the bad addiction of mobile phones into something good with the help of quiz contest mode which sharpens the mind of children as this is their age of learning.

4.1.7 Place

Mega Quiz was developed by an IT company BKSS Tech Solution which is located in PokharaLekhnath-27, Kaski. Mega Quiz will be easily available in the Play store, Appstore and Microsoft store and MAC Appstore. So, it will be played on android, IOS and windows, mac devices also.

4.1.8 Promotion

Mega quiz will be available in two versions i.e., free version and paid version. Most people will prefer the free version instead of the paid one. So, in the free version we will collaborate with different products and will show their Ads in our game. And for involving the children to use the paid version rather than the free one we will promote our application through social media like Facebook, Instagram, Twitter. We will also promote our application with the help of youtubers who officially make kids related videos in YouTube kids.

Sujan Ale Magar(NPI000050)

4.1.9 Product/ Package:

We have created a Mega quiz application, which is basically for kid's general knowledge and creativity. Our company name is BKSS (since 2016). The kid is flourishing with creative moves and general knowledge. This app has many kinds of general knowledge like in sports, drawings, animals, places, flowers, fruits, nature, etc. and many more. All this GK is broken down to a very simple form so that it becomes very easy to understand. Many players can play at the same time and the one who goes to the final for the round and wins the quiz can get exciting gift hampers. A good internet connection is needed to play quiz contests. The kids must be below 15 years old to play in the quiz contest.

4.2.1 Price:

Here, besides our personal profits, our team has focused on the flourishing of kid's creativity. Thus, the application is freely available. However, for some features in our game, like (playing tournaments /battle/quiz of many kids) the user should pay a certain amount of money for tournaments.

4.2.2 Place:

The procedures involved in making our mega quiz available to the users. For this we must launch our application in an effective location where the mega quiz is most probable to be downloaded. Therefore, we have made this app accessible in many platforms like play stores for android users, app stores for iOS users, and similarly in Microsoft stores as well for Microsoft users.

4.2.3 Promotion:

Here, we are planning to advertise in different social medias like boost posts in Instagram, Facebook, news, etc. and take review and have a two- way communication so that we can make it more user-friendly and effective. Similarly, we are about to enlist all the adequate features to the mega quiz and how it is different from others as well as better than others. Since, it has lots of benefits the users find it fascinating and use our application

Bikram Shrestha(NPI000022)

4.2.4 Market Identification:

Identifying a target market generally involves determining why a customer wants to buy from you, dividing the entire market into different market segments, or choosing based on common characteristics. Market identification has different types such as price, product/package, place, promotion.

4.2.5 Price:

Price is the financial value that a customer must pay to obtain **or own a company product**. It is an important revenue generating factor **for the company**. Pricing must be done very carefully as it is a double-edged sword. If the price of **a product** is too high, it can create a sense of luxury. In addition, it delivers your product to a limited standard store. Therefore, marketers need to know the technology to wield this dangerous pricing sword.

Price was carefully considered as a major market competitor. At the moment, we launched a trial version that is totally free for everyone. After certain time successful of trial version, we launched main version with quiz contest mode and animation mode which required minimum pay which is \$5 helps to progress developer and company. In future we provide all version freely but we organized tournament who want to participants in tournament they play certain money for login time.

4.2.6 Product/Package:

Product is at the center of the marketing mix. Every marketing event starts with production. The product is not a single physical entity, it captures all tangible and intangible aspects such as personality, services, ideas and organization. Without a product, we have nothing to rate, place and promote. Therefore, out of all 4 Ps, the product is the most important element of market identity. Here it is important to know the term product mix as it relates to marketing. A product mix is a whole range of goods that a company provides to its clients.

Our product is suitable for only children under the age of below 16. Our software has different modes such as easy mode, medium mode and hard mode. All modes have different types of categories for playing games. It is suitable for all types of phone, laptop, desktop and tablet because it requires minimum memory and RAM and also supports all types of operating system. Our online

quiz game is better than other quiz games because developers include the latest technology and new features.

4.2.7 Place:

Place of physical supply deals with the transmission of ownership of the product from the production to the clients. The profit margin depends on how quickly you can deliver the goods. The faster products get to the point of sale, the better the chances of satisfying customers and increasing brand loyalty. Therefore, the place factor is crucial for the competitiveness of your product in the market.

In the marketing mix, the process of delivering a product from the manufacturer to the desired customer is known as place. It is easily available in play store for android users, app store for iPhone users and Microsoft store for windows users.

4.2.8 Promotion:

Promotions are a form of communication between buyers and sellers. Sellers try to encourage buyers to purchase goods and services through promotions. It supports people to get to know a product, service, or company. It also supports the progress of the public image of the company. This marketing method can also generate interest from buyers and create loyal customers.

There are different types of promoting our goods or services such as direct marketing, advertising, sales promotion, public reaction and personal selling. We are facing a budget problem so, currently we are promoting our quiz application using only social media

Saroj Kandel(NPI000043)

4.2.9 Market identification

5

A market analysis is a Quantitative and subjective appraisal of a market. It analyzes the market size, different market portions, client purchasing patterns, the opposition, and the economic environment. It also analyzes the target market, conducts a competitive analysis, and identifies cultural and legal rules and regulations.

4.3.1 Price

For the success of the product the price plays a very important role in the market. The price of the product must be minimum and affordable. We must link the price to the software's real value. We must consider our competitors' software's price and supply cost. After determining the market, we decide that we must give a free version of our software which attracts the user.

The cost was meticulously considered as the market had huge competitors. The normal mode of the game is freely available and if a user wants to participate in the tournaments, then he/she must unlock the pro version. Pro version is beneficial for both the company and user. Users can unlock the pro version after paying 5\$ per month.

4.3.2 Product/Package

Product refers to a creation or service that the company approaches the user. As a product our software must fulfill the demand of the user and get the trust from the user

Our software is quiz gaming software. It was only for under sixteen children. It was developed with the expectation that it will be a great learning platform for children and help to escape from bad addiction of social media and other gaming software. There are lots of features in this software to make it interesting. The software comes with different modes for people of different ages. There is limited time for questions. Users can choose an interesting subject which encourages users to use the app. In this modern age everyone wants to play games so this software is best for those they can enjoy and earn both. Its different features give a lot of excitement to users.

4.3.3 Place

When we must make the decision regarding the place. We must determine where and how we should launch the software. Our main goal is always getting the game in front of the user that they are most likely to download and use it. This product is available in the play store, app store, Microsoft store. Users can download it with access to the internet. They can play this game on devices like laptops, phones, and tablets. The geographical location of the developer company is Talchowk, Pokhara.

4.3.4 Promotion

The promotion includes strategy of promotion, advertising, and public. While identifying the market the promotion necessary through the promotion, the user can know about the software features, benefits and why they need this software why the user must pay some cost for it. In this digital age everyone uses the internet and social media so for a software promotion social media is the best platform. We must promote through the company website and which types of search function trigger corresponding, targeted ads for the software. So, the promotion will be done only on social media, it requires less cost.

Part 5:Idea Evaluation

Kapil Pokhrel(NPI000030)

5.0 Idea Evaluation

Idea evaluation is the process of identifying the most important subject or project by evaluating the project's ideas and innovation. There are so many companies that lose money because they don't evaluate their ideas properly. A project's success depends on more than just coming up with a unique idea.

1 5.1.1 SWOT analysis

SWOT stands for Strength, Weaknesses, Opportunities, and Threats. Companies and organizations perform SWOT analyses to assess external variables (Opportunities and Threats) and internal elements (Strengths and Weaknesses). Corporates will be able to make important decisions based on the results of this analysis. Using a SWOT analysis, companies can better understand all

the aspects that go into making a business decision. Ever since it was created, SWOT analyses have proven to be a valuable tool for company owners as they launch or expand their firms.

Strength	Weakness
<ul style="list-style-type: none"> • It encourages the child's innate creativity • The Mega Quiz interface is easy, and anyone can use • Compatible on Android, IOS, Windows, and MAC operating systems. • During registration, a user's personal information will be safely kept in a database. 	<ul style="list-style-type: none"> • Only premium versions will have quiz contest mode and animation. • The majority of parents choose a free version for their children, the firm is unable to make a sufficient profit. • Other than English, there is no other language. • It is necessary to have a strong network connection.
Opportunities	Threat
<ul style="list-style-type: none"> • The students can learn a lot about general information in the world, and we can add more and more regular updates on current issues. • Massive population of children is more opportunity for this product • Latest technology is used • Market Demand 	<ul style="list-style-type: none"> • Due to the animation mode and tracking system in quiz contest mode, development expenses will be significant. • It's possible that the system won't be able to manage the maximum number of people competing in competition mode via an internet connection. • While numerous players are utilizing the system, it may fail.

5.1.2 Cost benefit Analysis

This is another commonly used approach for evaluating ideas. This method examines the entire cost of a concept to determine its viability. Cost-benefit analysis will assist determine whether the product will be lucrative, as well as whether or not this application falls within the allocated budget. If the budgeted amount meets all the requirements for the application's development, we can move on with the project.

Evaluation

Before we began, we conducted a thorough analysis of the application's needs and the associated costs. Similarly, some payment is necessary during marketing for the public to use their premium products. For example, the development of the application is expected to cost one million dollars. If at least 1 million users across the world subscribe to our app on an annual basis, our total revenue will exceed \$15 million, which will be extremely beneficial to our app. The development of this application, therefore, is warranted.

Shivam Ranabhat(NPI000047)

5.1.3 SWOT Analysis

SWOT is an analytical framework which assesses the competitive position of a certain company and helps to develop strategic plans. Analysis is a simple and effective framework for accessing a company's strength, weakness, opportunities and threats. It helps to address what you do well, what you lack on, minimizes the risks and helps you to take advantage of opportunities for success (Pratt and Tucci,2018).

Illustration

Strength (S)	Weakness (W)
<ol style="list-style-type: none">1. Available for different operating systems like android, IOS, windows and MAC.2. Either you can use the free version or you can use the paid version which will be available at a low cost.3. You can be able to compete with your age group in competition mode.4. The data which a user provides during registration will be securely stored in the database.	<ol style="list-style-type: none">1. Quiz contest mode and animation will be available only for paid versions.2. Most people prefer a free version for their children, so the company can't get enough profit.3. Limited languages will be available.4. No notification system for upcoming quiz contests.

Opportunity (O)	Threats (T)
<ul style="list-style-type: none"> 1. Adult mode will be available in future. 2. For handicapped children voice control systems will be added. 3. For eye protection blue light filters will be added which controls the amount of light entering your eyes. 4. Free 1 month trial for the paid version will be provided to attract more users. 	<ul style="list-style-type: none"> 1. Increases mobile addiction due to its exciting features. 2. Development costs will be high due to the animation mode and tracking system in quiz contest mode. 3. System may be unable to handle maximum users who are competing in competition mode through internet connection. 4. Some parents may not allow their children to invest money in games.

From the above table of SWOT analysis, we can analyze the strength, weakness, opportunity and threats. Keeping the relevant threats and opportunity in mind we can further convert weakness into strength in future so that we can hold a strong place in the market. Implementing different innovative ideas like implementing voice control system, blue light filter and providing 1-month free trial will lead our game into next level.

5.1.4 Force Field Analysis

i. Opening

9

Force field analysis is a framework that is used to help the business in making decisions mainly in strategic planning, implementation and in change management. This framework assumes that there are two forces i.e. restricting forces and supporting forces. (Okes,2009)

ii. Illustration

Restricting Factors	Score	Mega Quiz	Score	Supporting Factors
Unaffordable Price for membership	-3		+3	Learn through animation videos
Limited Language	-2		+4	Age categories
Priority for paid version	-3		+4	Competition with same age children
No notification for quiz contest	-3		+3	Participate in quiz contest
Total	-11		+14	Total
			Net Score	
			+3	

Fig: Diagram before recommendation for improvement

Recommendation for minimizing restricting factors

From the above table we can analyze the points for both restricting and supporting factors. To minimize the restricting factors, it is highly recommended to provide a notification system for upcoming quiz contests so that the score for this factor is reduced from -3 to -1. Similarly, another restricting factor is unaffordable price for membership, to reduce the score from -3 to -1 it is recommended to offer the membership according to the country which a user provides during registration. By this the price will be available according to the status of a country so that the user of this game can afford the membership and use the available features like animation and quiz contest mode.

Recommendation for maximizing supporting force

For maximizing the score of participants in quiz contests from +3 to +4, it is recommended to organize quiz contests frequently so that every user of this game who purchases a membership can take part in quiz contests.

Restricting Factors	Score	Mega Quiz	Score	Supporting Factors
Unaffordable Price for membership	-1		+3	Learn through animation videos
Limited Language	-2		+4	Age categories
Priority for paid version	-3		+4	Competition with same age children
No notification for quiz contest	-1		+4	Participate in quiz contest
Total	-7		+15	Total
			Net Score	
			+8	

Fig: diagram after recommendation for improvement

Sujan Ale Magar(NPI000050)

5.1.5 SWOT Analysis

The SWOT method is an excellent solution and operation technique. It might assist us in focusing on the most important components of the work at concern.

Basically, this method is for analyzing a company's performance, threat, competitiveness, and adaptability. Recognizing the foundation's strengths, flaws, possibilities, and risks brings to actual fact research, fresh insights, including fresh concepts. It performs effectively when many groups or perspectives within an organization get encouraged to provide practical knowledge.

Strength	Weakness
<ul style="list-style-type: none">• It flourishes the inner creativity level of the kid.• The layout (user interface) is made in such a way that anyone can simply play the mega quiz.• The kid's data is very secure• This mega quiz application is free of cost.• For all the operating system i.e. IOS, Android, Microsoft etc. it flavors.	<ul style="list-style-type: none">• It is not very effective for adults.• There is no other language subtitle(instructor) than just English language.• A good network connection is needed.• There is not much economically profitable for our company.• Only a limited amount can play the tournament at a time, it's not infinite.• The whole production process is so complex with enormous features, and this may lead towards a very costly project.

Opportunities	Threats
<ul style="list-style-type: none"> • The kids can learn lots of things about the world's general knowledge, we can add more and more frequent updates of present concerns. • We can add more languages in the future so that all sectors get equal priorities. • To make it easier for the user, we can add a system control form voice. • For more care of eyes, we would add night mode to decrease strain on the eyes. 	<ul style="list-style-type: none"> • Sometimes the game becomes so addictive that the individual kid may play up to an extreme level leaving all the other important work behind. • An individual kid may lose his\her money while playing a game which may cause a negative impact in his\her brain. • Sometimes there may be some lagging because of network problems and system failure.

From SWOT analysis we may assess the strengths, limitations, possibilities, and risks using the SWOT analysis chart above. We will continue to turn weaknesses into strengths in the long term if we maintain the appropriate risks and opportunities in sight, so that we can maintain a leading position. Integrating many creative ideas, including a speech controller, a light emitting blocker, as well as a one-month subscription service, would drive our mega quiz to another level.

5.1.6 The force field analysis

i) Opening:

It helps to implement a systematic, good for the purpose process to enhance the performance of overall judgments and overall chance of succeeding. The concept presupposes the presence of 2 factors: limiting and supportive factors.

ii) Illustration

The Restricting forces	Score	Mega Quiz	Score	Supporting Forces
Cost of membership	-3		+3	The winner of the tournament can get exciting gift hampers.
Data Security	-2		+4	10 to 20 players can play at a time in tournaments.
Effective level on GK (complexity)	-3		+5	Flourishes inner creativity and increases general knowledge.
Availability of age restriction	-2		+3	Almost available in every platform and age category.
The language limitation	-2		+3	User interface is made very simple
Total score	-12		+18	Total score
		Total score		
		+6		

Fig. Before improvement, respect the recommendation.

Suggestion for limiting factors minimization

By the above recommendation table, we are able to see the score of the 2 factors. First of all, the user is very concerned about the cost (payment). The application (mega quiz) is free of cost however, some of the features i.e. For membership (tournament), full pro version of software, etc. has to be paid for access. For this in future we can decrease the pay fees for tournaments and decrease score from -3 to -1. Similarly, for data security to reduce form-2 to -1. Without secured data a user can't give his/her information easily. Thus, the application is made in such a way that there is very strong protection. However, although it's very much secured there may be the chances of failure sometimes due to some unexpected errors, hacking, cookies.

Similarly, the effectiveness of the application on kids is also a very important concern. Here, the mega quiz has a tremendous impact on kids in flourishing of creativity and very vast General Knowledge (GK). For e.g., in the sport sector, animals, places, drawings, fruits, flowers, nature, and many more. Here, for the increment of score from -3 to -1 we are planning to make more interesting visual effects and increase the impression.

The other must thing is the availability of applications i.e., is software compatible for all operating systems? Although our system is compatible in all platforms there may come some technical failure in different operating systems due to unseen bugs. Therefore, to reduce from -2 to -1 we are planning to test our app frequently.

Suggestion for increasing the supportive factor

For the maximization of the supportive factor of the winner with gift hampers from +3 to +4. We are planning to give more and more gift hampers which may make a drastic change in the player.

The Restricting forces	Score		Score	Supporting Forces
Cost of membership	-1	Mega Quiz	+4	The winner of the tournament can get exciting gift hampers.
Data Security	-1		+4	10 to 20 players can play at a time in tournaments.
Effective level on GK (complexity)	-1		+5	Flourishes the inner creativity and increases in general Knowledge.
Availability of application/ age restriction	-1		+3	Almost available in every platform and age category.
The language limitation	-2		+3	User interface is made very simple
Total score	-6		+19	Total score
			Total score +13	

Both limiting and supportive influences, as well as the corresponding Mega quiz results, are illustrated in the charts above. The very first figure illustrates the rating without enhancement, which is +6, and table 2 displays that rating following enhancement, which is +13.

Bikram Shrestha(NPI000022)

5.1.7 SWOT Analysis

A SWOT consists of two parts such as strengths and weaknesses related to the internal structure of the company, while opportunities and risks lie outside the company and exist in the environment. The strength of a company can be a quick and comprehensive management of the branding process. Its weaknesses can be in the distribution of production of products or delays in payment. These are internal issues/ issues that need to be understood and constantly addressed. Often consultants are brought in to assess these two aspects as they believe that an outside observer can provide more information about the company. Two external factors, opportunities and risk, are beyond the company's control. The environment, consisting of social, economic, legal, regulatory, national and even international events, has to be constantly scanned in order to keep an overview.

b. Illustration:

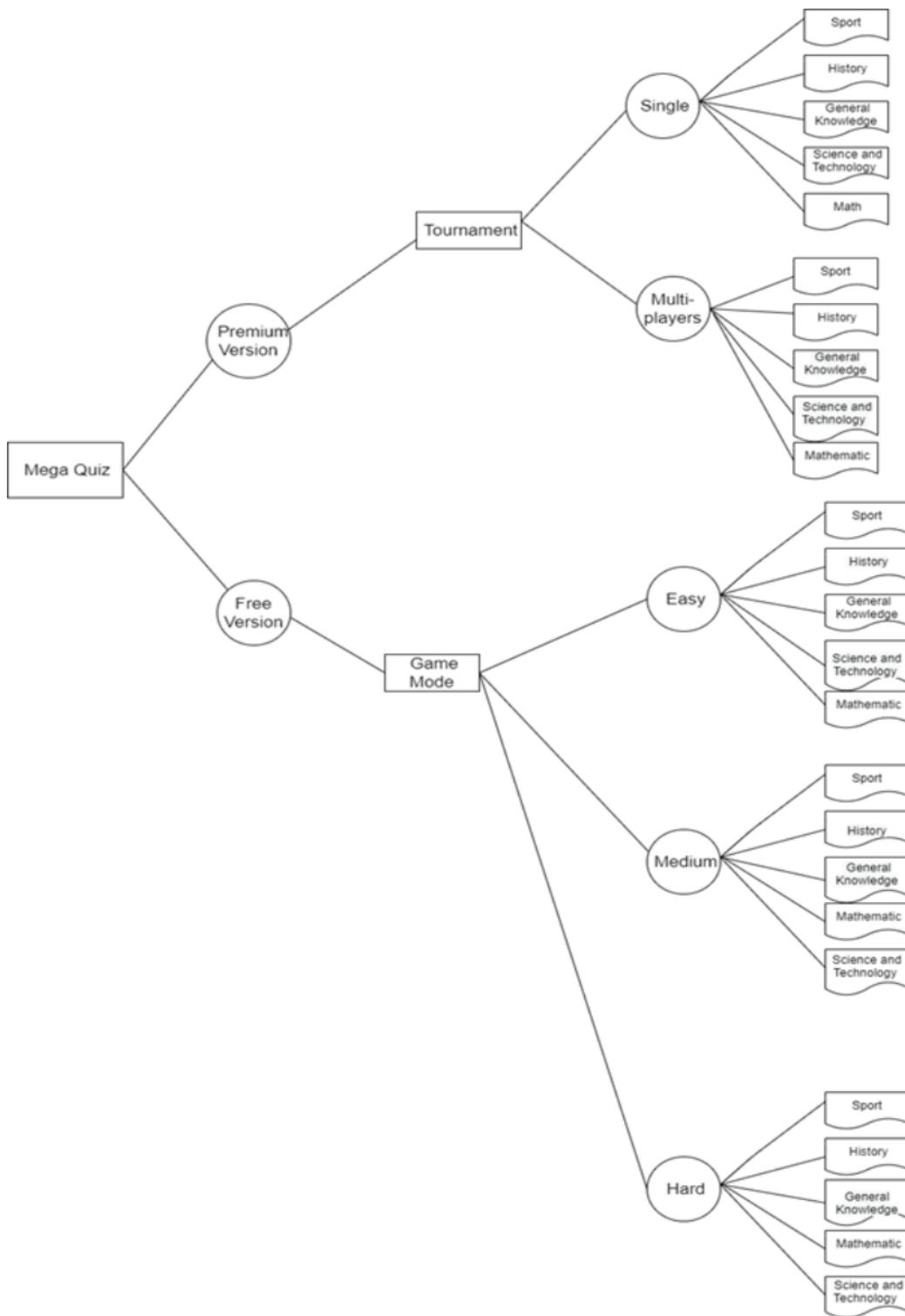
Strength(S)	Weakness(W)
<ul style="list-style-type: none">• Users can easily login and play the game.• security is very strong and there are no chances for data collision.• Is freely available for all users.• Every player can compete with their own age group players.• It is platform independence.	<ul style="list-style-type: none">• It is only suitable for children.• Organizations can't get enough profit because it is free.• It doesn't support multiple languages.• Only good scorers can participate in the tournament.• Blind people and children who do not have hands cannot play games.

Opportunities(O)	Threats(T)
<ul style="list-style-type: none"> • If the children's mode is successful, then we can work on the adult's mode for the future. • Voice control can be added in future. • Dark mode or eye protected mode can be made in the future. 	<ul style="list-style-type: none"> • Parents do not support the child to play this game. • System must handle the high traffic. • Developing cost should be high because of its multiple features.

5.1.8 Decision Tree:

Decision tree is graphically showing all possible outputs for a given input using a branch method. Decision trees can be drawn manually or created using a graphics program or special software. Informally, a decision tree helps focus discussions when a group has to decide. You can use them programmatically to allocate money/ time or other values to potential outcomes to automate decision making. Decision tree applications are used to simplify complex planned challenges in data mining and to assess the cost-effectiveness of business and research decisions.

Illustration:



Saroj Kandel(NPI000043)

5.1.9 SWOT Analysis

²
SWOT analysis is a method for evaluating the exhibition, risk, competition, and compatibility of a business, just as a business such as product line division, an industry or other entity. Utilizing inside and outside information the strategy can direct organization toward methodologies bound to be effective, and away from those in which they have been less successful.

²
It is intended to work with a practical, reality-based, information driven gander at the qualities and shortcomings of an association, drivers, or inside its industry. The association needs to keep the examination precise by staying away from pre-considered convictions or risky situations and rather focusing on real life contexts. Organizations should utilize it as a guide and not necessarily as a prescription.

¹⁷
SWOT investigation is a strategic arranging procedure that gives assessment tools. Identifying center qualities, shortcomings, openings, and danger prompts reality-based investigation, new viewpoints, and new ideas. It works best when different gatherings or voices inside an association are allowed to give practical information instead of prescribed information. Individual SWOT examiners and contenders, financial backers can likewise direct them on whether an organization, product offering, or industry may be weak or strong and why.

Strength	Weakness
<ul style="list-style-type: none"> -it can be implemented in every operating system. -user interface is simple and easy to use. -data security. -need minimum random-access memory. -low cost. -different age children can play in different modes. 	<ul style="list-style-type: none"> -it is not suitable for adults. -it is less beneficial software for companies. - only available in English language. -In this system users can upload only their name, not photo and other personal data. - user can participate only if he/she have good results before. -handicap child cannot play the game.
Opportunity	Threads
<ul style="list-style-type: none"> -we can make the mode for adults in future. -children's bad habits should be changed. -Every parent their children learn so it will be a great platform. - we can add the voice control system in future. -night mode can be added in future. 	<ul style="list-style-type: none"> -maybe it increases the mobile addiction of children. -public does not support our product. -Every child does not have a phone so the user number can be minimum. - The system can fail while many players are using it. - This system has many features so the development cost should be high. -maybe the user does not like the UI/UX of the system.

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5.2.1 Decision tree analysis

5.2.2 Opening

A decision tree is a chart or graph that helps to decide a strategy or show a likelihood. The graph is called a decision tree because of its likeness to the namesake plant, generally outlined as a horizontal or an upright diagram that twigs out. Beginning from the decision itself each section of the decision tree represents a possible decision, reaction, or outcome. The decision tree of our software is given below.

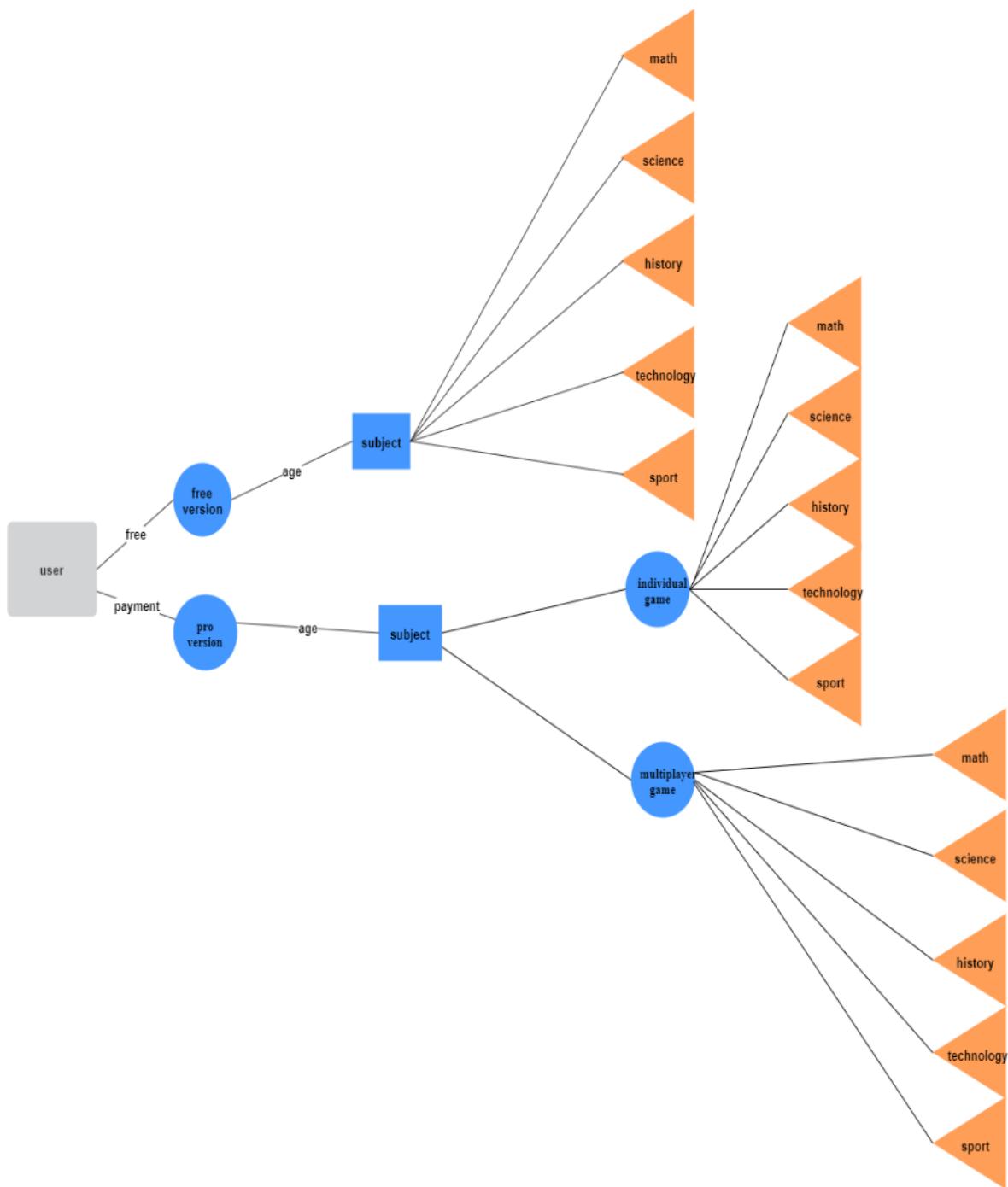
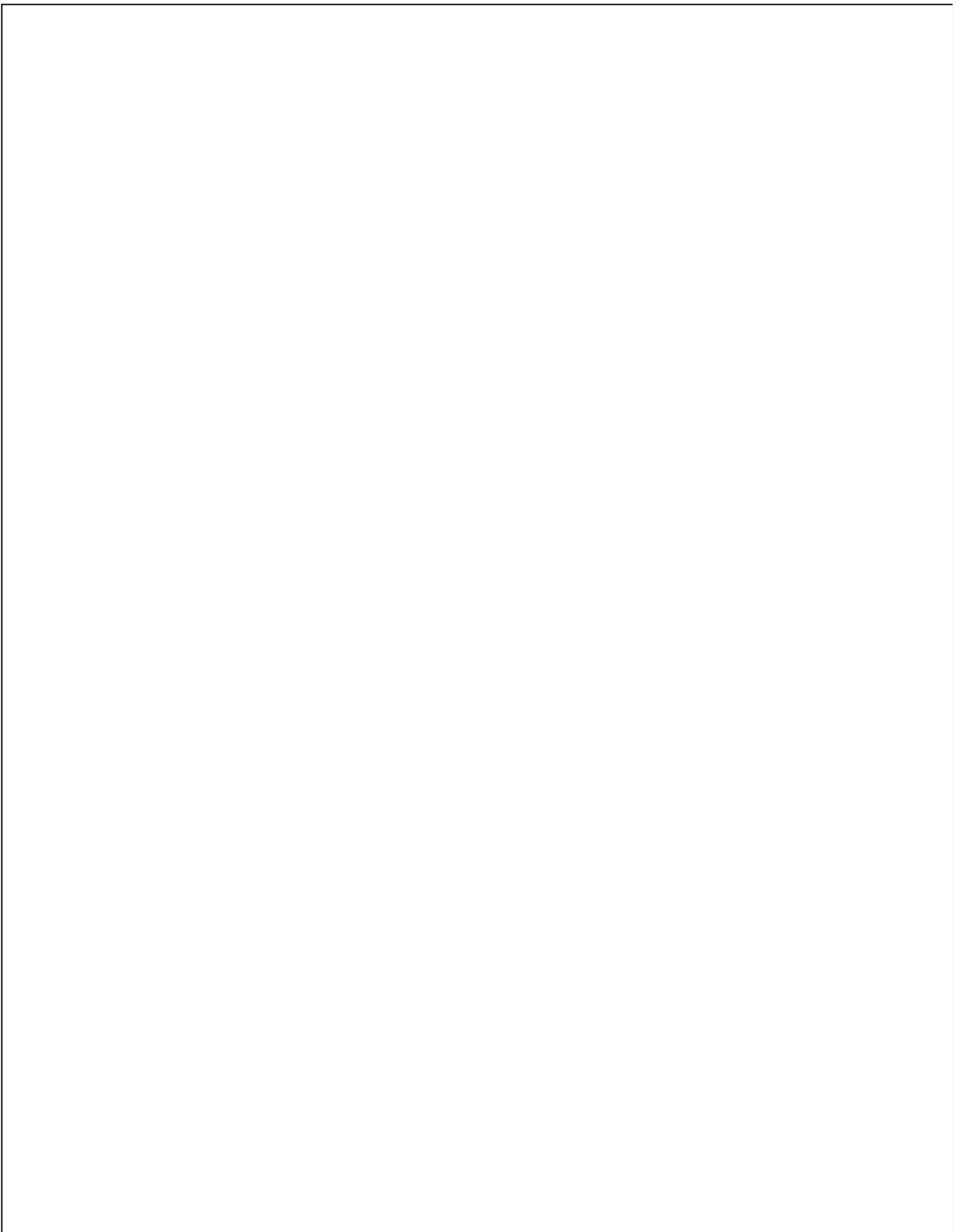


Figure: Decision tree

6.0 Conclusion

This Mega Quiz application is designed to help children overcome the key challenges they experience during their studies. This program solves all the difficulties listed in the problem statement of this report. The idea generation and idea evaluation define the methods for producing and evaluating ideas. Our company (BKSS) has created a game that is not only for entertainment, but also for the development of the inner creative spark and IQ and GK levels. Individuals may play games, participate in competitions, and test their IQ and GK level all at the same time on Mega quiz. The user may learn about animals, places, fruits, nature, the earth, planets, sports, and many other topics. If the user wants to learn more about a certain sector of all of these possibilities, he or she may easily pick and study various new material in the manner of their choice. Many participants can participate at the same time, and the victors will receive some interesting gifts. The high-quality visuals, visual effects, animation, and user interface are so captivating that they become the game's highlights and make it more exciting. Our company's main goal isn't just to make money, but to help kids develop a positive, fresh, creative mindset.





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