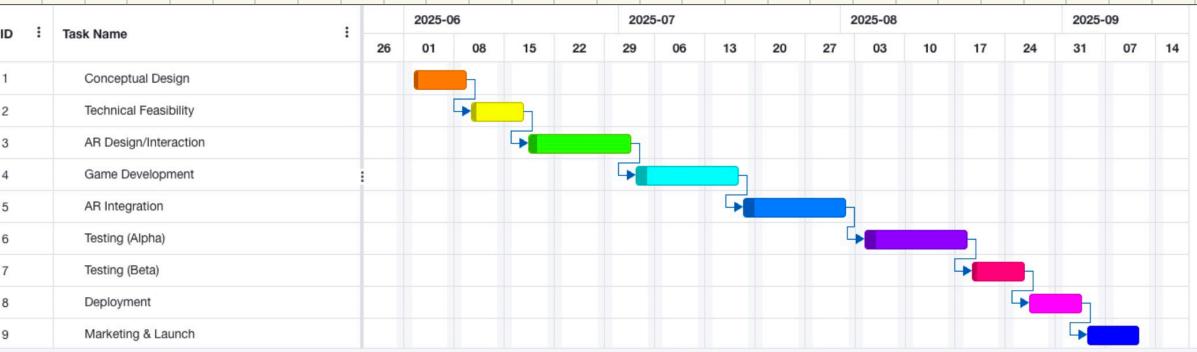




Tetris Game App for AR Glasses.

① Project Planning →

Task	Description	Duration (Weeks)	Dependencies
Conceptual Design	Declaring AR features, User Experience, Game Rules.	1	None.
Technical Feasibility	Researching AR Glass SDKs, game engine, Compatibility	1	Conceptual Design
AR Design/Interaction	Design AR interfaces and Controls for Tetris	2	Conceptual Design
Game Development	Developing Game's logic (levels, scoring etc.)	2	Technical Feasibility
AR Integration	Integrating AR Interface with the Gameplay	2	AR Design/Interaction
Testing (Alpha)	Initial testing of Game Features, User Experience	2	Game Development, AR Integration



② Cost of the Project →

Salaries	120.000 euros	Developer, Designer, AR Specialist, QA Team. (4-5 People)
AR Hardware	6000 euros	AR Glasses for Testing (Oculus)
Software Tools.	3500 euros	Game Engine (Unity), AR SDK, Other tools.
Marketing/ Launch	10000 euros	Advertising, App Store/ Play Store fees, marketing Material.
Miscellaneous	6000 euros.	
Approx	145500 euros	

Price Rationale →

25-30 euros per copy

AR apps are niche but user base is strong with good retention rate. If priced competitive would be great

Get early birds.

→ Also a freemium model would be great with paid upgrades and features.

(3) Staffing to minimize time to production/market

(1) Project Manager →
(1) Plans timelines, milestones to achieve and allocate resources.

(2) AR Developer → Expertise in AR integration.
(2)

(3) Game Developer → Focused on game mechanics and logics.
(2)

(4) UI/UX Designer → Ensuring user interface for AR Experience.
(1)

(5) QA Tester →
(2) Performs testing for bugs and performance issues.

(6) Marketing → Marketing through multiple social media channels.
(1)

(4) Software Development Process to use.
Agile

Reason → (1) Iterative development. Can deliver parts of game quickly and iteratively.

(2) Changes in AR Development or testing can be incorporated smoothly.

- ③ Quick Feedbacks for faster developments.
- ④ To stay on track setting milestones & sprints and do weekly or biweekly for the current status.

⑤ Options to finish the project when its already over time and over budget.

- ① Launching beta version to gather feedback fix bugs and add features.
- ② Negotiating an extended deadline with stakeholders to ensure a quality product.
- ③ Focusing only on core game features and removing non essential features.
- ④ Accelerating the developers team temporarily.
- ⑤ Outsourcing specific tasks like marketing, non-core design to reduce management and speed up the process.