Project Charter for “Sense” (Gaming)

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## Stevens Institute of Technology - Team Worksheet 2

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# Description:

Multi-player game-based interactive learning platform that makes it fun to understand and know each other. User-generated multiple choice quizzes can be created and accessed via Browser. Different types of quizzes to choose from Movies, General Knowledge, Places and more. The game allows you to invite friends and play together.

## What is your target population?

Our target audience include all ages and genders. Anyone interested in gaming can play. It is a social learning which can be used more by the school teachers to post their quizzes.

## What is the Primary E you are trying to improve?

We are trying to improve the dimension “Engaging” by attracting users. We are engaging our users with quizzes. These questions are time-based and score-based leadership boards. Reports are available for download.

## How will you measure improvement of the E you selected?

We can measure the improvement of the “E” selected by looking at the number of visits by the users, hours of activity for each visit and number of referrals sent by the user to others. The referrals help us track the user activity. The number of games played and created, bounce rate can also be used to measure the improvement. These details can be viewed only by admins.

## What industry sources are you using to gather data that will be used for the basis of your persona?

* Questionnaires/Surveys
* Question-Answer dataset from Kaggle
* Ideas from similar applications