



Mindset Social Innovation Foundation

Business Case for Mobile Game



Introduction/Background

Mindset Social Innovation Foundation (Mindset) is a Canadian charity organization headquartered in Vancouver B.C. Mindset has been seeking solutions for complex social issues by placing their resources to conduct relevant research, build relationships with stakeholders, and collaborating with global leaders. Helping raise awareness for under-reported social issues allowed the foundation to develop and deploy attainable solutions that were used in building a better environment for all. The AOM Initiative has been working with Mindset since 2013 with the goal to research and help resolve the critical issue currently affecting the global environment where world's population lacks the funds to afford important, life-saving medication. AOM has been working towards raising awareness for the issue by using social media and developing a relationship with the stakeholders in the issue to discuss this issue that affects everyone globally. AOM Initiative has launched a social media campaign in 2013 to collect a list of signatures provided by visitors to the project, that they would then provide to World Health Organization (WHO) with the goal to raise interest in the issue, and start a discussion with the organization about helping provide access to medicine to those in need.

Business Objective

Even though we reached the target goal of 100,000 signatures, the number of signatures might not be enough to gain the attention of the world leaders. The current goal has been set to one million (1,000,000) total signatures, but the strategies currently used in gaining signatures are not effective enough. Launching a website, using services like *Change.org* and *Care*, reaching out to people on social media websites with the help of international celebrities and publishing videos discussing the issue all were strategies that helped to gain the initial goal, but won't be sufficient enough to reach the new goal of one million

signatures. We require a new strategy to achieve the goal of one million signatures in the set timeframe of twelve (12) months and \$500,000 CAD; though we do not plan to stop there, and if we can exceed the allotted goal of one million signatures, we will attempt to do so.

Current Situation and Problem/Opportunity

The hosted website is one of the ways we let visitors to give a signature for our initiative, and although the website managed to generate the largest amount of signatures from direct visitors, it also has the lowest signature rate when compared to traffic that originated from social media websites (*Facebook, Twitter, etc.*) and traffic from websites that hosted a link to our website as part of a campaign.

Relying on the website for signatures doesn't seem to be as effective as our other opportunities initiated to further our reach. Although sponsored campaign have a signature rate of ~75%, it would be beyond our set budget to try and gather one million signatures by continuing using campaigns (Each signature cost ranges from \$1 to \$2).

Despite the younger generation are more presumed to be using mobile/tablet devices, both of these statistics seem to be lacking in number. Unique visitors ages 18–34 are least likely to give a signature, and mobile/tablet visitors are least likely to visit the website.

Critical Assumption and Constraints

Under the current conditions Mindset needs to change its methods and approach in order to reach one million signatures within the budget in the allowed time.

AOM should focus on an online presence to spread awareness and seek signatures for their mission. The company will be seeking outside experts to

improve its online presence exponentially and other marketing efforts. Alison, Graham, and Jaskaran all agreed that online and social media strategies were extremely important to the cause since it can generate a wider reach and it is more economically feasible than other approaches.

The online campaign will be crucial to reaching our mission target objectives, focus on the Millennials target market since the visitor/signature conversion rate is low when compared to other generations.

Increase efforts in targeting the younger male demographic. About 65% of viewers are female and about 67% of signees are female, so the company will need to target ads and applications towards younger males in order to stimulate the signature rate (Exhibit 10).

Our strategy will also include a focus on other countries outside of US and Canada since both these countries currently have the highest rate of signatures per unique user on the website (Exhibit 7). Create awareness for our cause in countries like UK, India, Australia, Mexico, etc. will open new channels for the company to obtain more signatures. Different methods can be put into place to meet this goal like generating a bigger online presence in social media platforms and external websites that are popular in those specific countries.

We assume that our timeline will run smoothly and have planned for additional testing and development in case any major corrections need to be implemented.

Analysis of Options and Recommendation

Various new strategies were suggested and analyzed to help us increase the number of signatures collected until the one million goal is met. We have approached the issue from both technological and financial perspectives and came up with the following options:

1. Outsource our goal by continue our relationships with online petition platforms such as *Change.org* and *Care2.com* and use social media platforms to sponsor ourselves. Our campaign in 2014 proved to be very successful in reaching out to the public, but it might turn out to be costly and slow since the AOM Initiative image is already established in these platforms (Exhibit 13 & 14).
2. Develop an interactive app that teaches the public about the lack of medicine people around the world suffer from. The application will give the user a chance at the end of the activity to give a signature to the initiative. This will increase the exposure to the initiative in new, larger market. In-house software development can be costly and time consuming, so the development for the application will need to be outsourced. We recommend that the new content should focus on the target market of ages between 18-34 whose signature conversion rate is low when compared to other generations (Exhibit 10).
3. Hire a consultancy firm to investigate our current situation and help guide us into a solution on how to efficiently use the technology at our hands. Using a consultancy service can be very expensive and time consuming before an appropriate and effective solution can be presented by a firm for consideration.

Our team suggests we take the software development route and create a new application that will encourage users to sign as well as share our petition to their family and friends. Given our preliminary investigation of the current situation, we've determined that despite the younger generation (ages 18–34) making up

for $\frac{1}{3}$ of the website's unique visitors, they represent only the lowest unique visitor/signature ratio. The company will use social media on all platforms to advertise the new application since it has proven previously to be an effective method at collecting signatures in small sample sizes (Exhibit 11). About 40% of the website's unique visitors are sourced from mobile/tablet devices so the software developed will be built for iOS-based products.

Preliminary Project Requirements

The main idea behind the application is to encourage the users to participate in the activities that were developed into the application and give them the option at the end of the activities to give a signature for the initiative, and in return be entered into a raffle. The project will include the following requirements:

1. An interactive application developed for iOS devices.
 - a. Written for the newest iOS version so the app developers won't be required to do legacy coding to support older devices.
 - b. Supported for both phones and tablets of any operable size.
2. Application design will be built upon the design constructed by a designer.
 - a. App design should be targeted towards a younger audience.
 - b. Several designs will be considered before one that meets the expected standards is picked for the application.
3. Apple Store gift cards for a raffle will be acquired (10,000 20\$ Apple Store gift cards).
4. Use social media platform advertising methods to gain an audience for the developed and published iOS application.
 - a. Social media manager will manage all our platform

Budget Estimate and Financial Analysis (see Exhibit A*)

1. We will spend \$30,000 on hiring a game app developer. Newgenapps quoted that a game in this price range is a reasonable amount of money for a decent game. They state that games within this range offer great opportunities for driving engagement.
2. \$18,000 CAD will be spent on Instagram advertising. We will use the Cost Per Mile (CPM) method of advertising. \$18,000 will cover 2 million views at the rate of \$6.70 USD per thousand views. Based off of our previous ventures in social media, roughly 52% of our users will sign.
3. \$200,000 will be spent on an Apple Store gift card raffle for signing from the game app. The first 1,000,000 signers will be placed in a raffle with a pool of 100 other signers for a \$20 Apple Store gift card. \$200,000 will purchase us 10,000 gift cards.
4. We are going to hire a social media manager. A social media manager's salary is \$50,000 a year. The social media manager will promote and manage our website, Facebook page, Twitter page, emails, Instagram advertising and social media for our game.

Exhibit A*: Financial Analysis

Cost Estimate													
Project Name: Mobile Game	Date: 05/23/2019					Month							
	1	2	3	4	5	6	7	8	9	10	11	12	Total Cost
Game Developers	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000							\$30,000
Social Media Manager	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$50,000
Apple Store Gift Card Raffle							\$200,000						\$200,000
Instagram Advertising							\$18,000						\$18,000
Total	9,167	9,167	9,167	9,167	9,167	9,167	222,167	4,167	4,167	4,167	4,167	4,167	\$298,000

Schedule Estimate

We estimate the project will take a total of twelve months, we have allocated four to five months for analysis and design (planning), six months have been allocated for application development, and an additional six months on marketing efforts, data analytics, and user support development, as well feature development and patching bugs. For our schedule we allocated for analysis of the project case request which includes a feasibility study, project charter, and an interview report. Next in the design phase our team will work on modeling diagrams, the functional requirements document, entity relationship diagram, use case diagram, user interface, and logic flow planning and design. After all the analysis and design we will begin coding and development with three iterations of the product, testing, and finally we will finish with our marketing effort.

Timeline (*See Exhibit B)

- **Analysis**
- Case Request
- Feasibility Study
- Project Charter (Initiation)
- Interview Report
- **Concept/Design (Pre-Production)**
- Modeling Diagrams
- Functional requirements document (FRD)
- Entity Relationship Diagram
- Use Case Diagram
- User-Interface
- ERD Modeling (Structure)
- **Code (Production)**
- Mobile Application iOS Development
- **Testing**
- Application Development/Patching
- **Alpha Launch**

- Application Development/Patching
- **Beta Launch**
- Application Development/Patching
- **Launch Gold Master Application**
- Post Mortem (Post-Production)
- User Documentation
- Adding Data Metrics
- Adding User Support
- Marketing project (Facebook, Instagram, Twitter)
- **Reach our goal of 1 million signatures!**

For our project we utilized the SPARKLINE() function in Google Sheets to illustrate the estimated project management schedule. We decided to hold a total of three iterations of the final product (Alpha, Beta, Golden Master) as well as additional time for testing of the product and refinement. Dependencies are primarily centered around development as we have estimated approximately six months for design and development and an additional six months for the marketing effort, data analytics, and bugging and patching. Milestones are the planning phase, the project initiation phase, the design phase, the implementation and coding phase, and the support and data analysis phase. An integral part of our project is analyzing the market data and testing to maximize signatures by the required deadline. Time estimations are that we should reach the required goal of one million signatures one week prior to the deadline of April 7th, 2016 and even exceed our goal according to market research and analysis.

Exhibit B*: Schedule Estimate

Group G		Start Date	End Date	Timeline	Status
		10/1/2014	4/7/2016		
Planning Phase	Analysis	10/1/2014	10/13/2014		Complete ▾
	Case Request	10/13/2014	10/21/2014		Complete ▾
	Feasibility Study	10/21/2014	11/1/2014		Complete ▾
ProjectManagement	Project Charter (Initiation)	11/1/2014	12/13/2014		Complete ▾
	Interview Report	12/13/2014	1/1/2015		Complete ▾
Design Phase	Concept/Design (Pre-Production)	1/1/2015	1/12/2015		Complete ▾
	Modeling Diagrams	1/12/2015	1/23/2015		Complete ▾
	Functional requirements document (FRD)	1/23/2015	2/1/2015		Complete ▾
	Entity Relationship Diagram	2/1/2015	2/12/2015		Complete ▾
	Use Case Diagram	2/12/2015	2/21/2015		Complete ▾
	User-Interface	2/21/2015	3/1/2015		Complete ▾
	ERD Modeling (Structure)	3/1/2015	4/1/2015		Complete ▾
Implement Phase	Code (Production)	4/1/2015	5/1/2015		Active ▾
	Mobile Application iOS Development	5/1/2015	6/1/2015		Active ▾
	Testing	6/1/2015	7/1/2015		Active ▾
	Application Development/Patching	7/1/2015	8/1/2015		Upcoming ▾
	Beta Launch	8/1/2015	9/1/2015		Upcoming ▾
	Application Development/Patching	9/1/2015	10/1/2015		Upcoming ▾
	Launch Gold Master Application	10/1/2015	10/10/2015		Upcoming ▾
	Post Mortem (Post-Production)	10/1/2015	11/1/2015		Upcoming ▾
Support and Marketing Phase	User Documentation	10/1/2015	12/1/2015		Upcoming ▾
	Adding Data Metrics	10/1/2015	1/1/2016		Upcoming ▾
	Adding User Support	10/1/2015	2/1/2016		Upcoming ▾
	Marketing project (Facebook, Instagram, Twitter)	10/1/2015	4/1/2016		Upcoming ▾
	Reach our goal of 1 million signatures!	4/1/2016	4/7/2016		Upcoming ▾
			Week Marker		
			Burndown		

Potential Risks (See Exhibit C*)

1.0 Unstable App

2.0 Scope creep of the game

3.0 Social Media Manager ineffective

4.0 Instagram engagement low

5.0 Influx of engagement overworks social media manager

Exhibit C*: Risk Matrix

Probability/Impact Matrix Date

Probability	high	risk 3		risk 4
	medium		risk 2	
	low		risk 5	risk 1
		low	medium	high
		Impact		

Work Cited:

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