**MIS 4596**

**Project Charter**

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| ***Project Title*** | ***Gamer Connect*** | ***Product/Process Impacted***  | Assist avid gamers with connections |
| ***Start Date*** | ***1/18/17*** | ***Organization/Department*** |  |
| ***Target Completion Date*** | ***4/24/17*** | ***Champion*** | ***Munir Mandviwalla*** |

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|  |  | Description |  |
| **1. Project Description** |  | Video games have grown tremendously with the development of computer and the internet, and has become an extremely pervasive form of entertainment. One of the biggest development over the last decade in the gaming industry is the improvement and expansion of online competitive gaming. Some of the best-selling games in the industry have a significant online multiplayer component. This includes titles such as *Call of Duty, Grand Theft Auto, EA Sports titles (Madden, Fifa, etc,),* and *Overwatch*. Much like other competitive sports, to become good at many online games takes practice and many games require a great amount of teamwork to be successful. As things currently stand, game networks like *Xbox Live, Playstation Network,* and *Steam* don’t have a feature that allows similarly skilled players to connect and form teams to compete outside of the game itself. This is the missing piece of the puzzle within the video game industry that Gamer Connect will fill. Gamer Connect will use a proprietary matching algorithm to help gamers find meaningful connections online outside of the game itself. Much like a dating sites, gamers will be matched with one another based on key indicators that Gamer Connect will collect from the player upon sign-up. Information will be provided using social media APIs for personal info and game APIs for player’s in game stats and respective in game skill levels. The information will then be processed by our matching engine and relevant connections will be listed. Players can then chat and organize some time to play together, or continue searching for more players to form a full team. In addition to our core functionality, users and teams will also be able to participate in, create, and join tournaments. These tournaments will allow users to compete with their newly formed or existing teams for various prizes including cash, or just for bragging rights. The addition of tournaments will encourage players and teams to come back to our platform, even after finding a good team for their favorite game. In terms of our competitive analysis, Gamer Connect is a web application that is a cross between Facebook and similar social media platforms, Match.com an online dating site, and Game Battles, an online video game tournament organizer. In the short-term our tournament platform will function exclusively with games on PC, while our matching application will be open to everyone regardless of platform of choice. We also would like to align ourselves with pro gaming teams and leagues to help build a reputation within the community and promote our platform. Our long-term business plan is to continuously build our platform and become gamer’s favorite social media platform, as well as their go to video game tournament organizer. **Capabilities:*** Leverage user data to create meaningful connections among gamers and form long lasting teams
* Create fun and competitive tournaments where players can win prizes
* Leverage in-game analytics to help players/teams become better

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| **2. Project Scope** |  | We will focus on the social and competitive aspect of connecting players and teams that are on similar skill levels and meet the specific needs to be able to play with each other. We are not making an alternative to the gaming networks, rather a complimentary system that will integrate with these networks to help connect their users. Focus points of the project will be to create an algorithm that will give the user relevant and effective connections. These connections can then be leveraged in our tournament platform, allowing teams to play together in a competitive setting to enhance gaming experience of team and connection among players.  **Process:*** Before developing the application, we conducted research into similar platforms, or platforms that had a similar purpose
* Research was also conducted to determine whether this application would be something gamers would utilize
* Before we present our solution, we will insure that our web application is fully functional, provides a useful service to our targeted audience, and provides investors with a solid monetization strategy

**Solution:*** Deliver a useful application that fulfills user needs
* Allow users to connect with other similar (skill or personality) users
* Provide a platform for user to compete against one another in tournaments for prizes
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| 1. **Project Goal and Deliverables**

To be successful, the solution must help each user find at least one team, that then plays several matches together or competes in several tournaments.  |  |  | **Metrics**  | **Baseline** | **Goal** |  |
|  |  | **Profile Creation**Number of Players who have completed profiles in the first month | **N/A** | **1000** |
|  |  | **Meaningful Connections**Proportion of players who remain with matched teams for multiple online matches or tournaments  | **N/A** | **50%** |
|  |  | **Active Users**Number of Daily Active Users in the first month | **N/A** | **200** |
|  |  |  | **Customer Satisfaction**Build customer relationship by helping fulfill their needs by helping them connect with new teammates | **N/A** | **85%** |
|  |  | **Tournament Usage**Number of players/teams that have competed in free or premium tournaments within the first three months after launch | **N/A** | **150** |  |
| **4. Business Results Expected** |  | The expected result is to make an easy to use platform that provides a valued service to the gaming and Esports community. Once the user base is present, the platform will contain space for advertisement to gain revenue. Additionally, the platform will host tournaments for prizes. This will allow for additional opportunities for gaming companies to sponsor and advertise during our events. Teams can also challenge each other for cash, with Gamer Connect retaining a percentage of the buy in.Longer term goals include a more robust partnership with e-sports leagues and teams, allowing players on our platform to showcase their skills and get “discovered” by pro gaming scouts. We also wish to implement in game analytics that would analyze user performance to provide meaningful insights to the player. This additional service would come at a cost to the user.  |  |
| **5. Team members** |  | Kyle Domsohn * Mentor Liaison
* Appendix Items
* Financial Analysis
* Final Slide Deck Content

Andrew Fiss* Prototype Design and Development
* Design
* Project Website

Elijah Jamison * Prototype Design and Development
* Design
* Final Slide Deck Design and Content

Tyler Urquhart* Schedule
* Status Updates
* Appendix Items
* Final Slide Deck Content

Munir Mandviwalla- ChampionShariq Khan- Mentor |  |
| **6. Support Required and risks** |  | The team would need advertisement of the site to gain initial members. A potential obstacle would be not having enough members join the site to make relevant and quality player matches and tournaments that ensure an enjoyable experience for users. This can be resolved by a strong marketing plan to gain enough members to be able to match players by their specific criteria. |  |
| **7. Customer Benefits** |  | Customers’ online gaming experience will be improved by using this product to discover other players who compliment their style and skill level. Gamebook will provide a platform for players to organize and compete in tournaments to enhance player experience in competitive situations. Game publishers will achieve higher engagement in competitive games with players having more meaningful connections.  |  |
| **8. Technology Architecture** |  | Prototyping will be done in Justinmind. All team members have at least some prior experience with this platform. Documentation of this processes and business planning activities will be done using Microsoft office. The team will use Google Drive to communicate and collaborate. All team members are proficient with these technologies. |  |
| **9. Overall schedule/Work Breakdown Structure** (Key milestones & dates) | **Responsible****individual** | **Output (notes, diagrams, interviews, screen prints)** | **Date started if in progress** **Or Expected completion date** | **Date completed or date completion is expected** |
| Planning  | Project Managers and all team members | Project charter, project scope, WBS, Schedule, Project Plan documents | 1/20/17 | 2/23/17 |
| Analysis | Developers | Review all documents, research/collect data | 2/23/17 | 3/10/17 |
| Design | Developers and BAs | Wireframe of UI, color scheme, storyboard | 2/23/17 | 3/10/17 |
| Implementation: Construction | Developers | Prototype | 3/10/17 | 4/1/17 |
| Implementation: Testing | Developers and BAs | Tested and refined Prototype | 4/2/17 | 4/19/17 |
| Closeout | All team members | Presentation, lessons learned, review | 4/5/17 | 4/24/17 |