

Project Proposal



by



Drew's Design and Development

Spellbacus in a nutshell

Spellbacus is a free site that allows Pathfinder RPG™ players to create and neatly track character sheets. The site will be designed to allow for easy access via mobile devices, and will allow players to easily update, print or delete their characters.

Why Spellbacus?

Spellbacus is unlike any other Pathfinder RPG application on the web. Sure, there are some programs that are designed to help users easily create characters, and there are some websites with lots of information about character creation.

So, what sets Spellbacus apart?

- **Fun!** Many of us still enjoy making our own characters without having a piece of software set our limitations. Spellbacus allows users to do whatever they want, and whatever their GM will allow.
- **Convenient.** Ever get to a game without your character sheet? Ever start getting ready for a game only to realize that you can't find your character sheet? Ever walk in the room only to find that your dog loves the taste of Pathfinder characters? Don't fret! With Spellbacus, you can easily log in, create a character and have access to it anywhere. You can access it on any mobile device without needing to install software, or on your friends computer to print a new copy at the game.
- **GMing is made easier...** As a GM, you will have access to any NPC any time. Don't worry about organizing them into a messy binder, just login, click the NPC you need and BAM, there's his stats.



What we're about

Drew's Design and Development strives to create stylish, functional and responsive web sites and applications.

Usability is our specialty. Every site and application we create undergoes rigorous testing by us, then by potential users. We make sure that every aspect of our sites and applications are as intuitive as possible before we release. We want to avoid the need for the tech-savvy kids to explain our sites to their grandmas. We want everyone to hop on our sites and applications and jump right to the good stuff.

Aesthetics matter too! Just because something is easy to use, doesn't always make it pleasant to use. We make sure our sites are aesthetically pleasing as well. We like to think of ourselves as a less famous, web version of Picasso... or Michelangelo.. or (insert your favorite artist here). Seriously though, we feel that if people don't enjoy looking at site they're way less likely to come back for more later. Also, cool looking sites are cool, right?

We are professionals. Sure, we like to have a good time when we can but, we take our work very seriously. We keep an open line of communication with our clients from the very start of a project right until the bitter end. We make sure that every detail of the project is exactly what we promised before sending our final bill, and we keep our clients in the loop as we go. We check in periodically with what work has been done and what we still have left to make sure things are shaping up the way our clients envisioned. When we check in, we like to stay flexible with the scope of our projects to make sure the project heads in the direction the client wants.

Who will use this site?

This is our favorite question! The end user is the person we're most interested in. For this site, we envision a very large demographic. Many different people from many walks of life play Pathfinder RPG™, and we expect to get users from pretty much all of the possible demographics.

There are a couple of users that are particularly interesting to us though. We want to focus on the extremes when we design this application. Why? Because if we can make this site work for the extremes, everyone in between will be psyched about it too.

So, if you weren't sure, Pathfinder RPG™ is based off of Dungeons and Dragons™ version 3.5. Dungeons and Dragons™ is a tabletop RPG that was created in 1974 and was the best selling tabletop RPG until 2011, where it was replaced by the Pathfinder RPG™ for a couple of years.

In short, many Pathfinder RPG™ players are players who switched over from Dungeons and Dragons™, and have possibly been playing tabletop RPGs for around 40 years. On the other hand, many new players are getting into the hobby daily. So, the demographic ranges from roughly 15-65 year olds, and everything in between. The game does not exclude any gender, or any specific "type" of person.

So, we will concentrate on two people. One of which will be a 65 year old man who began the hobby in 1974 and has been a long time player. The other will be a 15 year old girl who recently began playing with a group of her friends.

Dungeon Master Donnie



Age: 65

Gender: Male

Years playing RPGs: 41

Profession: Retired accountant / \$65,000

Education: Undergraduate degree in accounting from Ohio State University

Location: Sandusky, Ohio

Hobbies: Dungeons and Dragons RPG™, Pathfinder RPG™, roller coasters, hiking, fantasy football, chess

Technology: Donnie uses the internet to check his email and his fantasy team, and has an iPhone. He's not super tech-savvy, but can browse the internet fine.

Goals: Donnie is a retired accountant and is really hoping to start knocking some items off of his bucket list. He enjoys spending time with his hobbies and is happy to continue investing time in them.

Debbie Dragon



Age: 15

Gender: Female

Years playing RPGs: 1

Profession: Student / \$0

Education: Working on High School Diploma

Location: Clifton Park, New York

Hobbies: Video games, kayaking, skiing, snowboarding, hiking

Technology: Debbie has a laptop and an iPhone and mostly uses them for Twitter, Snapchat, Instagram, Vine, Yik Yak and texting. She is proficient at browsing the internet.

Goals: Debbie is working towards graduating high school and currently considering what colleges she will apply to next year. Aside from school, she wants to enjoy her time in high school and spend time with her friends.

Technologies

This site will be hand coded using the following technologies:

- HTML5 and CSS3 for page layout and styling. HTML and CSS will be used to create a seamless responsive layout.
- PHP and MySQL for back end development and database structure.
- JavaScript and Angular JS for front end functionality seamless communication with back end language and database.
- Git will be used for uploads and content management.

The biggest driving factor in using the selected technologies is usability. We want to make Spellbacus as functional and easy to use as possible. We have selected these technologies to help make the site appear as seamless as possible for the end user. Angular JS specifically will help us achieve this by allowing the site to act very much like a non-web application. It will allow the user to immediately see how changes they make are affecting what they are working on as well as allow the database to act behind the scenes without refreshing the page each time a query needs to be made.



Spellbacus Budget

<i>Task</i>	<i>Hours</i>	<i>\$/hr.</i>	<i>Total Cost (USD)</i>
Product branding and marketing	10	\$50	\$500
Domain & hosting set up	3	\$50	\$120
Copyright registration	1	\$85	\$85
Site architecture design	20	\$50	\$800
Front end design	20	\$50	\$1,000
Server side development – PHP and MySQL database	60	\$50	\$3,000
Front end development – HTML, CSS and Angular JS	100	\$50	\$5,000
Marketing – Teaser video	20	\$50	\$1,000
Usability testing	20	\$25	\$500
Total	254		\$12,005

The Timeline

Week 1 – Branding and concept (Approval needed)

- Concept development
- Create branding and logo
- Register domain
- Create admin email account
- Budget and timeline creation
- Get approval for concept, budget and timeline

Week 2 – Site structure (Approval needed)

- Create site map
- Develop high fidelity wireframes for key pages
- Create rough prototype
- Create Twitter and YouTube accounts and begin promotion
- Get approval for site map and wireframes

Week 3 – Visual design (Approval needed)

- Create teaser video and post on home page
- Create high fidelity wireframes for all pages
- Get approval for wireframes
- Begin HTML and CSS after wireframe approval

Week 4 - Back end structure

- Finish HTML and CSS
- Create database structure
- Build database
- Create PHP architecture and site structure
- Create PHP login system

Weeks 5-7 - Front end development (Approval needed)

- Create working "Beta" version of site
- Use Angular JS to add functionality to the site
- Client feedback needed each week to approve functionality

Week 8 - Testing and launch (Approval needed)

- Testing phase begins with developer testing
- Testing moves to "Beta" release with external testers
- Final release
- "Bug watch" - keep a close eye on the site and fix bugs as issues arise



Agreement

By signing this document you are agreeing to move forward with this project as described in this proposal document (Version 1.0). Any changes to the scope of this project will likely result in increased fees and extend the timeline for this project. All such changes must be documented and signed off by both parties prior to implementation.

Venture Capitalist

Date

Andrew Kroft (Project Manager)

Date

