

**Goal:** Our IPRO is called Edutainment because we developed a computer game that **educates** and **entertains** at the same time. The goal for IPRO 329 is to develop and implement a computer game – CollegePursuit – a CD ROM based 3-dimensional game intended to teach students and parents the fundamentals of financial aid in a college setting. Through simulation, students accumulate money towards college via scholarships, grants, and loans. In addition, students learn to keep up-to-date on their financial aid status throughout the college years.

**Tasks:** The organization of our group evolved from utilizing a standard product development lifecycle that includes design, development, usability testing, and marketing. Each team had focused tasks:

- **Design:** Create “look & feel” of game, design phase II functionality, create IPRO website, presentation, and poster.
- **Development:** Develop phase I and beta version of phase II, create development documents for easy transition next semester.
- **Usability Testing:** Conduct 9 usability tests, analyze test results, and write-up recommendations. Also, research financial aid information and create user manual.
- **Marketing:** Determine distribution of game software, design marketing materials, and create grant proposal for funding of game.

- Achievements:**
- Marketing team contributed significant time in creating a \$65,000 grant proposal to the National Endowment for Financial Education (NEFE). If the grant proposal is approved in June, we will have a well-funded project to improve, complete, and publish CollegePursuit.
  - Design team produced complex scoring formulas and random events that simulate real world situations.
  - Development team learned Macromedia Director and Lingo as part of the process.
  - Usability team completed extensive research on financial aid information through interviews with financial aid office and research on the Internet and through reading materials.

**Outcome:** The combined outcome of our team's efforts is a beta version of CollegePursuit - an entertaining, marketable, and educational financial aid game; it is thoroughly user-tested, and is complete with a user manual, marketing materials and a roll-out plan.

**Next Steps:** After the development and final user-testing of CollegePursuit are completed, approximately 1000 CDs will be recorded and distributed to various financial aid education agencies and organizations in the United States. Additionally, a website for game downloads and updates will be developed and launched. During the Summer of 2005, we will showcase and market the game at two important conferences - NACAC (National Association for College Admission Counseling) and NASFAA (National Association of Student Financial Aid Administrators).

**Advisory Members:** **Faculty Mentor:** Dr. Susan Feinberg  
**Project Leader:** Bilyan Belchev

| <b>Design Team</b> | <b>Marketing Team</b> | <b>Development Team</b> | <b>Usability Team</b> |
|--------------------|-----------------------|-------------------------|-----------------------|
| Bilyan Belchev     | Anthony Malizzio      | Brian Hensel            | Anya Alonzo           |
| Chris Coats        | Aroon Karunamurthy    | Dave Havlicek           | Dan Lenart            |
| Hosain Manesh      | Brian Hess            | Josh Thorson            | Jason Laatz           |
| Umair Ansari       | Hakan Ozmen           | Steve Pristerer         | Laura Batson          |
|                    | Rachna Sundaramn      |                         | Michele Ware          |