

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

Design Team	Marketing Team	Development Team	Usability Team
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