

PRIVATE & CONFIDENTIAL PROPOSAL

Serious Games Brochure Project Development

To: Jude Ower, Managing Director, Digital 2.0 Ltd



www.kaj-isis.com

FROM KAJ ISIS LIMITED

Prepared by:

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"Listed on the National Business Link Consultants Register – SBS 6848"

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INTRODUCTION

The purpose of this document is to present a proposal from KAJ ISIS Limited to develop and host an online brochure website. The proposal is based on email received on 27 September 2007 (Subject: Serious Games Brochure) with attached brief Serious_Games_Online_Brochure_Brief_JO__v2.doc. Brief.

We interpret this facility to be an integral part of The Serious Games Exposed project which is funded by AWM (Advantage West Midlands) under the Interactive Digital Media Project. Where Digital 2.0 is partnered with the Serious Games Institute to undertake the project, and complete it by March 2008.

We are confident that, if successful, we can deliver a high quality internet facility and support service that are compliant with the outline specification and to the proposed costings (see below).

PROJECT BRIEF

The Serious Games online brochure is a space online where buyers can quickly and easily find a suitable Serious Game for their needs with real user feedback and ratings and a community built around each game (similar to how Amazon products work).

Users will have the chance to register and select a list of areas they are interested in and have a record of what they have bought, details of who supports the product and how to contact them and other information, which will be discussed with the developer when drawing out requirements. A section below the product will also detail 'if you like this product, you will also like X, Y and Z' and other ideas will be used to link products to encourage the buyer to buy more

Domain name suggestions:

www.buyseriousgames.com

www.seriousgamesbrochure.com

www.seriousgameresource.com

Requirements Overview

- The 'Amazon' of Serious Games
- Split into learning area and game types (along the top with drop down list)
- Front page to showcase new games released
- Build community and 'star rating' from users and buyers of serious games on the site
- Paid for advertising space from consultants, developers, learning organisations at the side of the site (right hand side)
- Start of small and build the site up
- Click and pay system built in – mechanism to track games bought and work out funds due to developer and % commission to the site
- Back end system to allow site managers (Digital 2.0 and SGI) to refresh front pages and pull through new releases or 'game of the month'

Look and Feel of Site

Example screen shots (provided but not included here) of sites that we liked the layout of, trying to keep text to a minimum and using clear crisp graphics. Suggested colours of the site are dark grey, blue and white with a corporate look and feel, similar to the colour scheme of Silver Light on the Windows. The corporate section of the site will be separate to the educational area with corporate keeping a grey and white colour scheme and education using blue and white.

PROPOSED SOLUTION

To provide an online facility delivering functionality outlined above brief with some suggested value added features that include:

- comprehensive search facility
- user profiling tool eg. what game would I and/or should I like? (might add to project research results!)
- integrated content from Serious Games Intsitute (and Digital 2.0 if required) website(s) using a web service(s) eg. where relevant content posted on SGI site would automatically be available on Serious Games Brochure site
- Customer Services area – for people who buy products and/or online services can track delivery status (if not a download) progress orders, reorder products and services, report consumer issues, etc.
- extensive use of Wikis for developing serious game: concepts, themes, applications, solutions, sectoral transfers, ... (make Ward Cunningham proud!)
- extensive use of complimentary sites UTUBE, Flickr, etc. to drive traffic
- use of Second Life Island (say Coventry University – [SGI: 119, 229, 27]) to promote product and elicit research data on use of SL to sell, develop, test serious games as the brochure evolves (we have an interest here also!) particularly ‘meet the developers events (forums, etc.)’ etc.
- extensive use of video (we use MS Silverlight – now product) for promotion and trailing product
- online moderated CHAT facility to provide interface between user and developer (also user and user(s))
- ...

Relevant Comments

1. All the domain names suggested are available
2. the styling and livery suggested (screen shots) are fine but we have a suggestion – www.apple.com (and many more!)
3. we like the really like the idea of communicating with the developers
4. we are presently developing a multi-lingual version of our dotNet shopping cart – launch date November 2007
5. we assume that an area of the brochure will be dedicated to Serious Games Exposed Project
6. we would provide powerful stats analysis tools as standard with support
7. we are developing a Wiki engine (using core open source) for Serious Games Institute
8. we would use Google Maps with filters to illustrate: location of developers and users, trends, etc. (to be added to Serious Games Institute site
9. we would utilise the functions from SGI site that give users info on new additions, most viewed, ratings and ‘members’ facility to add comments and rate.

Shopping Cart

The shopping cart will be integrated with a third party credit card transaction provider of your choice and (if possible and if the third party facility permits) the corporate styling and livery will be added to payment and any other pages in this area.

Technology

In terms of the technology utilised for the application the coding used for website structure, page content and data management used is termed 'dot.net' which provides high performance, increased security and improved compatibility with other digital devices (ie. Mobile phones and PDAs [Personal Digital Assistants]). This approach will ensure increased longevity of the facility and allow the emphasis of website to further evolve from an information resource (web 1.0) to user experience (web 2.0)

Reference for web 2.0

<http://www.trueclarity.co.uk/Web-2-0-Five-ways-buinesseses-can-benefit.aspx?source=adwords>
<http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

The website will be hosted on one of our secure Virtual Private Server (VPS) to accommodate website and utility applications that will be required to support SGI showcase applications and tools. Technical support will be provided for one calendar year (renewable subject to mutual consent). The development and support services provided are subject to our terms and conditions that are available on our website www.kaj-isis.com.

Utilities

- website analysis tools – online facility to monitor website traffic (by hits, page views, user sessions, etc.) and generate reports
- reports – data extraction of enquires database. The report is available in browsable and downloadable file (EXCEL) formats

Content Management System (CMS)

The website functionality and dynamic content will be delivered using an integrated database and application layer that delivers content to the user's browser using client-server architecture. Content management of defined dynamic areas is facilitated by utilising a virtual content management (ie. www.domainname/control) using predefined forms that allows the website administrator to rapidly and efficiently input text, assign graphics (including uploading files using server utilities) and configure page layout.

User Access

At the client end the resource requirements to display content are minimal: a standard browser (MS IE, Netscape, Opera, FireFox), email editor (part of the operating system), Acrobat reader (available free) and MS Media Player (available free). Extensive use of cascading styles sheets will be used to standardise the formatting of pages enabling modifications to be rapidly and uniformly made throughout the website.

Accessibility

All our published content will be compliant with W3C (World Wide Web Consortium) accessibility standards to at least level AA (double AA) and with industry de facto standard browsers (ie. MS IE, Netscape, Firefox and Opera). In addition, navigation should facilitate access to required information within a maximum of 3 mouse clicks and within 10 seconds (this time relates to dialup connections enabled through 56Kb/s modems). Where possible, the use of plug-ins and other utilities will be avoided.

Search Engine Optimisation

Page content and website structure to be compliant with all major search engines and optimised to improve the technical and semantic profile in order to make it more search engine friendly. Our Search Engine Optimisation solutions are based on optimising both the technical parameters and the page content to increase the visibility within natural search results.

Scalability

The facility will be scalable and improved client contact through maintenance support will ensure conformity with technological and sociological advances throughout the duration of its presence on the internet.

PROPOSED COSTINGS

BREAKDOWN OF COSTS

COST TYPE	GBP
Development – includes client consultations, system analysis, design, coding, testing, implementation, evaluation and optimisation (fine-tuning) of website. Also included are integration costs with the credit card transaction facility.	4250.00
Domain registration – any .com domain per calendar year (registration and re-registration)	0022.00
Servers set up - included in Technical Support	0000.00
Technical support – (Annual) – unlimited telephone, SMS and email support, continuous website monitoring, statistics analysis tools provision, access to online customer support centre, updates to ensure compliancy with respect to advances in technology (ie. browser upgrades, accessibility, operating systems, etc.)	0220.00
Training – included in Technical Support	0000.00
TOTAL	4492.00

NOTES RELATING TO COSTINGS:

- Costings are subject to Value Added Tax (VAT) at standard rates
- Our VAT Registration Number is **585 1021 55**
- Costings include hosting and technical support costs for 12 months

WHY CHOOSE KAJ ISIS LIMITED?

We:

- have a core dotNet shopping cart with integrated payment system with order, entry and invoicing facilities
- developed and host the Serious Games Institute website
- have knowledge of serious games sector
- have extensive experience and expertise developing web 2.0 applications
- have extensive experience in providing commercial online business (e-commerce/eBusiness) solutions
- have extensive experience and expertise in providing software and internet solutions since 1991
- are a well trained, highly qualified, totally committed and very enthusiastic team
- are committed to our liP status (accreditation from 2000)
- have professional indemnity insurance cover on products and services
- listen to client needs and deliver project goals, budget and timescale to agreed success criteria
- actively encourage clients involvement in every element of the project
- are committed to scalable solutions that utilise industry standard technology
- are committed to providing solutions that are accessible to all users
- are good collaborators and nice people to work with!

COMPANY OVERVIEW

Established in 1991, as KAJ Consultancy offering a range of Information Technology services that included bespoke software development, consultancy and training to academic institutions, small and medium sized enterprises and business support organisations. In the first five years developed several software products for the academic sector including applications for timetabling, auditing higher education institution research and consultancy, managing student projects, administering industrial placements and measuring student performance. In addition to software development, the company has majored in the production computer based training materials using a wide spectrum of multimedia applications.

The company have embraced internet technology when it was in its infancy and have developed browser based user interfaces to software products and have developed a range of internet based products that include the following online eBusiness (B2B [Business to Business] and B2C [Business to Consumer) applications that include:

- On-line catalogues with stock control and credit card facilities
- Order Entry and Invoicing (OEI) systems
- Conference organisation and event management
- Project management
- Auctioning
- Personal Digital Assistants (PDAs) Utilities
- Resource scheduling and management information
- eLearning and testing
- Careers and recruitment
- Information board content control of LCD display panels in buildings

We offer a full range of internet support services which include:

- Hosting on our externally managed (physically secured) servers
- Web design, refurbishment and integration
- Local and wide area network design, installation and support (cabled and wireless connections)

We have been around long enough to see Information Technology (IT) evolve into the exciting support system that supports our business and social cultures. We have developed as an organisation with the IT revolution integrating every positive aspect into the way we communicate and do business.

Many product and professional developments have spawned from collaborative projects - some supported by the European Union - and have added value to the cultural fabric of our company.

Incorporated as KAJ ISIS Limited in 2000 and achieved Investors in People (IiP) status in the same year. As mentioned, we have an exciting range of home grown innovative products and services that have been crafted to meet the needs of our clients not from a developers whim. We feel that we have an edge on other developers because we have a significant history of product development of software and internet applications with the skills to successfully integrate both to fully exploit the benefits of the technology.

We want to contribute to an information society that:

- includes everyone
- maximises available resources
- reduces pollution and enhances the environment
- adds personal perspectives to impersonal functionality

Our mantra is "through teamwork and in partnership"

AVAILABLE TEAM RESOURCES

Personnel available for project support include:

Keith Jones, managing director, has worked in aero industry as a development engineer and has thirteen years in academia as a lecturer in product design, control engineering and information systems including four years as head of computing. On leaving the profession established a consultancy company specialising in Information Technology with roles as manager, product developer, programmer, trainer and consultant. He has a BSc in mechanical Engineering and MPhil in computer integrated manufacture and is included in the Business Link Consultants Register for IT and eBusiness support.

Matthew Jones, product manager, has worked on many leading edge eBusiness applications as a programmer and developed large scale LAN and WAN networks. He is trained in the deployment of CISCO and Microsoft products and network technologies. Matthew has a BSc in Computing.

Simon Jones, researcher, joined the company after completing teacher training. His primary role is to maintain a close technology watch with respect to technological research and innovation to ensure that company personnel are appraised and the business strategy is correctly aligned. Simon's specialism is W3C accessibility standards and represents the company in several important initiatives which are co-ordinated by the National Library for the Blind (NLB). Simon also provides training and consultancy support. He has a BSc in Maths and MSc in Mathematical Modelling.

The above staff offer a combined balance of age, expertise and experience with respect to delivering IT support to a spectrum of sectors including public services, industrial, retailing and commerce for large organisations and the SME community. The team have worked on several collaborative projects supported by European Union programmes that include INNOVATION, LEONARDO DA VINCI, ADAPT and IST having various roles such as co-ordinator, end user, trainer and intermediary. The company have managed budgets in excess of 400,000 euros.

EXPERIENCE AND KNOWLEDGE OF THE SUBJECT AREA

We have developed and implemented many eBusiness solutions including online shopping facilities. Having always maintained a close technology watch; tracking developments and innovation incorporating relevant and appropriate developments into our own business practices. We have an inhouse LAN, WAN and Virtual Private Network (VPN) between our offices and to our external servers and clients which we use as development, training, and delivery platforms. Importantly, we have implemented the products and services we purvey before offering same to our client group.

We have extensive experience in developing scalable software and internet applications which we have successfully deployed to a range of clients in academia, industrial, commercial and retail sectors. These applications are augmented by a well established technical structure which is effective and responsive, enabling, where possible, further development of functionality and integration of advancing technology.

USE OF THIRD PARTY SUPPLIERS AND CONTRACTORS

To ensure high standards of physical security of clients data on our own servers in three data centres located in the UK. This triangular configuration is used to ensure the minimum downtime of a web site in event of a disconnection from the internet. In such an event, say due to serious malfunction, automated File Transfer Protocol (FTP) procedures are in place to transfer data files from local servers to a functioning centre. The servers are subjected to serviced management agreements that include all necessary maintenance such as firewalls, virus detection, patching and daily backups and weekly archiving. The centres used have been selected because they offer the highest levels of reliability and responsiveness. Names of these service providers, for security reasons are not documented here but can be supplied on request. As mentioned, the servers are sited in UK in order to subject to data, copyright and data transactions to UK laws on data protection and other legal and ethical codes.

We do not envisage using any sub contractors in the development and/or delivery services of any other element of project activities.

DETAILS OF TRAINING AND ONGOING SUPPORT

The training and support will be provided at the client location and/or at our premises. This face to face intervention will be augmented by online training materials and mentoring facilities.

Technical support will be provided by a help desk accessible by telephone from Monday to Friday [08:00 – 22:00], Saturday [08:00-16:00] and by SMS, email and/or online customer support centre on a 24/7/365 basis.

CONTACT DETAILS

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SIGNATURE

Signed: (signed electronically – embedded in pdf)

Name/Position: Keith Jones, Managing Director

for and on behalf of: KAJ ISIS LIMITED
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