



# The Bog of Confusion

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## **Introduction**

This project is meant to be a prototype for a series of children's games or interactive projects that can be purchased online and sent via email to the recipient, similar to how online greeting cards are managed. The target audience consists of friends and relatives of young children, most notably grandparents, thus the business name love-grandma.com. Games would sell relatively cheaply – perhaps under \$10 – so they could compete with the price someone might pay to send a child a greeting card via regular mail. The goal would be to sell large quantities of interactive games.

## **Communication Objective**

The communication objective is to allow friends and relatives who don't live close to young children they love a way to keep in touch that the children will enjoy and look forward to.

## **Business Objective**

The business objective is to create a prototype that could be marketable to existing companies such as Hallmark, Disney, BlueMountain cards, etc.

## **Scope**

The name of this particular series is "The Bog of Confusion". This prototype consists of two separate interactive projects in the series that could be emailed to the child: Chapter 1 – "Once Upon a Time" and Chapter 2 – "Journey to the Bog". Chapter 3 wraps up Chapter 2 and is also a "teaser" to encourage sales of the next game, "Bog Scramble". If this were an actual game, "Bog Scramble" in Chapter 3 would link back to a page on the site where you could purchase the next game in the series.