

## GRID IRON GURU

### Game Goal

- Become a Gridiron Guru by mastering all the topics.

### Target Audience

- Casual football fans that enjoy the game...but don't know the details. Can tell you how teams score, but may be clueless when they hear things like intentional grounding, pass interference, nickel defense, holding.
- Assumptions we're making about the audience:
  - > They already know what a touchdown and a field goal are and what point value these two scoring situations have.
  - > They already know that a team includes an offense and a defense.
  - > They already know a referee watches the game and determines if rules are being followed...but they may not know what all the rules ARE and what penalties and fouls can be assessed.

### Unique Game Topics/Levels

1. Offense
2. Defense
3. Penalties and Fouls
4. Armchair Quarterback

### Topic 1: Rules

Total questions: 18 (6 question sets)

Objectives	Question Content
Identify the number of timeouts a team is allowed in a half.	Timeouts allowed – 1 question set
Explain what a safety is and the most common way it is scored.	Description of a safety – 1 question set
Identify actions a coach can take to stop the game clock.	Timeouts, use of challenge flag – 1 question set
Describe situations in which a referee will call intentional grounding.	Definition of intentional grounding; common situations where it's called – 1 question set
Identify situations in which a coach can challenge a call by a referee.	Description of situations where referee calls can be challenged – 1 question sets
Distinguish between an incomplete pass and a fumble.	Comparison of incomplete pass and fumble – 1 question set

**Note: The above section gets repeated for each topic in your game.**

## Timeline and Tasks

Task	By whom	By when
Conduct design meeting: Agree on objectives and topics as well as # of game question sets.		Day 1
Gather source content needed to create questions		Day 5
Use game creation wizard within Admin site to create initial game: add topics, objectives, and questions to game.		Day 10
Identify any image needs associated with questions; create images and upload to game.		Day 10
Publish alpha version of game; distribute question spreadsheet and game link to reviewers.		Day 11
Conduct review meeting; agree on revisions.		Day 14
Revise game questions, as needed, using Content Editor.		Day 16
Publish beta version of game; distribute link – and spreadsheet of game questions – to reviewers for final approval or edits.	=	Day 16
Collect any final revisions; use Content Editor to revise questions.		Day 18
Promote (e-mail, social, blog)		TBD
Launch		When ready