



Timeline

Tier 1 – 12 to 15 weeks

Concepting
Concept Approval
Design layout
Graphics Creation
API Coding
Game Testing
Launch Game and AOP

Tier 2 – 3 to 5 weeks

Concepting
Concept Approval
Design layout
Graphics Creation
API Coding
Game/Smart Points Testing
Launch Game Update and AOP

Tier 3 – 3 to 4 weeks

Concepting
Concept Approval
Design layout
Graphics Creation
API Coding
Game/Rewards Testing
Launch Game Update and AOP

Assumptions

- Project will be broken into 3 production tiers.
- Each tier will include a 1-month maintenance period from the launch date.
- 1-month maintenance period includes:
 - Managing Facebook App and Game Standalone Website (for Non-Facebook users)
 - Managing necessary updates.
- SCE will have 1 to 2 revision passes for art, copy and app function for each tier.