

Sensible Development Ltd

Online media consultants,
Brighton

Taulant Bajraktari

Computer Science with Artificial Intelligence
Sussex University

Improving an existing product to give it the potential to dramatically increase revenue and landing an ongoing part time job!



SHELL STEP IS THE SENSIBLE CHOICE

Alongside a suite of multimedia services, Sensible Development has designed and built 'The Interactive Sheep Skin' (www.effeffelle.com), an online football management game. With about 500 users, the game is operated as a sideline to the company's main business, but Sensible Development knew that it had great potential – they just needed someone to help them unlock it.

Managing Director, Alan Newman, contacted Shell Step's local agent, Patsie Sutcliffe at the Sussex Innovation Centre, who matched his project with Taulant, who had the skills and dedication that Sensible Development required.

The Process:

The key to turning The Interactive Sheep Skin into a commercial product was to make it more enjoyable and encourage more users, creating a greater opportunity for advertising and opening up the possibility of charging subscription fees. Taulant's project included:

- Achieving a full understanding of the existing game programme and engine
- Research with users and football fans to acquire their input and determine a user profile
- Using his Artificial Intelligence knowledge to enhance the player experience
- Developing a new coaching feature to allow players to train their virtual teams
- Ensuring that programming complied with ISO standards

The Results:

Sensible Development is now well on the way to developing The Interactive Sheep Skin into a commercially viable product. Taulant's 8-week project has massively improved the game engine, made it easier for Sensible Development to make future improvements, implemented a new feature and provided a number of recommendations for additional ones.

Taulant has calculated that once the game is fully upgraded it has the potential to attract 3,000 users and turn over up to £3,500 per month. At this point it could also be developed into a white label product, as a rebranded version could open up similar possibilities for customer websites. With the World Cup approaching, this is a perfect opportunity for Sensible Development to maximise on their investment.

A valuable opportunity to put his knowledge and innovative ideas into practice, the project also enabled Taulant to develop new skills. He had to objectively assess a product, research and profile the requirements of a specific user group, interpret research findings and use creativity to develop realistic and workable solutions. Alan was able to learn a great deal about the programming techniques and standards that Taulant used and was so impressed that he offered him a part time job!

Taulant Bajraktari: "Working at Sensible Development was a great opportunity where I gained confidence, experience and knowledge that I could not learn at University"

Alan Newman: "It has been a very rewarding experience and one which has shown that innovation, expansion and growth are a must for a small company"

If you are interested in finding out more about Shell Step visit www.shellstep.org.uk or contact Step Enterprise on 0870 036 5450 or email enquiries@shellstep.org.uk.