**Bonk Wars** – Maintenance Plan

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For PC, Mac, and Linux

Ages: 12 – Up

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With most software development, there is typically some cost associated with maintaining the software that has been produced. However, when developing a game there is a slight difference in what this maintenance looks like. Since we would be putting our game on Steam, there is no cost associated with keeping it on the Steam Store. However, since our game is short and will become boring fast, we will need to produce various DLC. We would also need to keep generating interest in the game so we would need to maintain a website and keep running advertisements.

For our game, we have four types of DLC to produce. Each one would require a different amount of development cost. Here are the different DLC types and what would be needed to produce them for use:

* New classes: Based on our current implementation of classes, it would take a medium amount of development to produce a new class. This is something our developers would be able to do on their own since they have experience in creating and implementing classes. The true cost would be in creating a class that would be balanced with the implemented items and leveling. Each class would take roughly a week of development time to produce depending on how intricate the new abilities are and how much new content needs to be included by the new class – such as a new stat.
* Unique item packs: Since the current implementation of items is very simple and hardcoded, implementing unique items might be quite difficult. First, we would have to develop a system to allow for unique item implementation. However, once this system is completed, it would be quite easy to add a multitude of unique items. This system would take anywhere from a week to two weeks, and implementing a unique item pack should only take a day or two of work.
* New main map: Adding a new map would require a rework some of the current level parameters and settings. This means that implementing a new main map would require an overhaul of several already implemented systems. These system changes would take a few weeks to tweak well enough to allow for these changes, but once completed creating a new map would be easy.
* New dungeon: Like how implementing a new main map would be difficult initially, the same would be applied creating new dungeons. However, along with a map there will be new enemies implemented as well. This would take roughly 3 days to implement a new dungeon with a new generation procedure, and then another 2 days to implement a new enemy type for the dungeon.

In addition to creating new content for the game, we must also ensure that the game sells to generate sales and support the production of new content. This is done through advertisement which is laid out as per the deployment plan copied here for ease of view. Here are a few forms of advertisement media and their average costs:

* Local newspaper ad: $43.50 for a 3-inch column[[1]](#footnote-1)
* National newspaper ad: $113,000[[2]](#footnote-2)
* National Magazine ad: $250,000[[3]](#footnote-3)
* National TV ad: $342,000 for 30 second[[4]](#footnote-4)
* Facebook ad: $3.90 per mille (1,000 views), $0.16 per click[[5]](#footnote-5)

In addition to simply getting advertisement space, there is some development cost associated with each advertisement. The number for these costs are taken from sources previously cited for the respective advertisement media.

* Local newspaper ad: To develop a small newspaper add would not take any money since it would most likely be one of us developers who writes it. In addition to this, there would be a low time cost since most of the information that would be in the ad would already be included on our website. We would only need to alter the information to reflect the audience of the newspaper.
* National newspaper ad: Like a local newspaper ad, this would not take much money or to develop. However, there is more pressure to be successful. This would mean we would most likely spend anywhere from $20-$200 to receive consulting and have someone review what we have written to maximize the ad’s effectiveness. This of course would depend on what newspaper the ad would be in and what other ads in the newspaper are like.
* National magazine ad: While a magazine ad is like one that is found in a newspaper, there is much more focus on visuals in a magazine. This means we would need to hire a graphic designer to help with the design of our ad. This would cost anywhere from a few hundred dollars, to a couple thousand dollars depending on the quality of the art we would want for our ad. Since our game is simple in its graphics, we would lean towards a simpler ad with a more retro feeling to it.
* National TV ad: A TV ad requires much more design and production than a print medium. We would most likely have to hire someone to write the script, someone to direct the ad shoot, and various other professions to assist in the development of the advertisement. This cost would be around $63,000 to upwards of a few million. Since our game uses simple graphics, we would be a lower budget advertisement. In fact, we could most likely create an ad using our game engine and utilize a script to playout what we want to demonstrate. However, since the ad space is as expensive as it is, we would most likely want to spend the money to assure our ad is the best it can be.
* Facebook advertisement: Like a newspaper advertisement, this would not require much money to set up based on what Facebook ads typically look like. We could use a simple graphic and descriptions we use on our website.

In addition to this advertisement, we would also need to maintain a website to host information about our game such as what the game is, how much it costs, and information about the DLC available for purchase. To own a domain name, it is roughly $2 a year but can be cheaper when purchasing more years at a time. To host the website, it will roughly be $8 a month which becomes cheaper when purchasing in advance. The cost to maintain the website beyond keeping ownership of the name and hosting it would be minimal. Us developers would be able to make the necessary changes to keep the information up to date on the current state of the game.

Overall the game would be fairly easy to maintain as is on release, the difficulty would be making improvements and expanding the scope of the game.

1. http://fitsmallbusiness.com/newspaper-advertising-costs/ [↑](#footnote-ref-1)
2. http://www.webpagefx.com/blog/business-advice/the-cost-of-advertising-nationally-broken-down-by-medium/ [↑](#footnote-ref-2)
3. http://www.webpagefx.com/blog/business-advice/the-cost-of-advertising-nationally-broken-down-by-medium/ [↑](#footnote-ref-3)
4. http://www.webpagefx.com/blog/business-advice/the-cost-of-advertising-nationally-broken-down-by-medium/ [↑](#footnote-ref-4)
5. http://fitsmallbusiness.com/how-much-does-facebook-advertising-cost/ [↑](#footnote-ref-5)