**Deployment Plan**

**Team Hello World**

Uno is completely built with web development languages which allows for it to simply be hosted as a website. In order to host the website, a Domain name will be needed. The domain “playuno.net” through hostgator costs $12.95 for the first year, and adding privacy protection would cost another $14.95. Along with the Domain plan, we will need a hosting service for the website.

HostGator provides a Hatchling, Baby, and Business plan for web hosting. The business plan would be the most optimal since it offers an SSL certificate to improve security, a dedicated IP, and SEO tools to help improve visibility of the site online. If a 1 year plan is selected with the Business package, the plan would cost $8.95 per month, or $114.49 in total. For most savings however, a 3 year plan could be bought which lowers the cost per month to $5.95 per month or $228.33 in total.

Once uno is hosted online, a way to improve visibility and awareness is necessary. There are multiple methods of improving the traffic to the site. Ads on social media platforms are a good way of obtaining users. Facebook is very flexible with the cost of advertising depending on who you want to target on their platform. A simple budget of $10 per day would work fine. Youtube also has a good advertising platform and is very flexible with costs for ads. Youtube says that most businesses start with a budget of $10 per day for ads.

We may also consider becoming a vendor at smaller video game conventions to ‘get out foot in the door’ so to say. Being able to demo our product live and hopefully build some awareness should bring in internet traffic. Online influencers would also be a boon in this regard, sending out free products for review has worked well in the past. Since simply sending someone a copy of the game is nearly free this would be an excellent way to get our brand out there.

One local convention we might consider is Midwest Gaming Classic 2019. Costs of renting tables, spaces for a booth and (rough) calculations for time and travel break down as such:

* 8ft x 8ft Booth - $135/Day
* Hotel for attendees - $100/Day
* Food/Drink/Misc personal - $50/Day per person
* ‘Swag’ and giveaway items - $500-700 (T-shirts, keychains, etc)

A nominal up-front cost if this leads to positive buzz surrounding our game.

A rundown of costs for the first year is shown below:

* Domain: $12.95
* Privacy Protection: $14.95
* Hosting Plan: $114.49
* Ads: $7,300
* Convention: $1,170 - 1,370 (Assuming only 2 days, and 2 people attend)

It can be seen that ads will be the most costly, however it is also the most flexible cost to work with. If we were to stick to these rates, then there would be a total cost of at least $8,612.39 for the first year after deployment. Without the Ads, we are looking at around $1,400. Depending on the budget, decisions for the ad budgets, and budgets for conventions throughout the year can be made.

Sources:

<https://www.hostgator.com/web-hosting>

<https://portal.hostgator.com/domain/purchase/registration/playuno.net/SNAPPY?domain_privacy=1>

<https://www.youtube.com/ads/pricing/>

https://www.midwestgamingclassic.com/become-a-vendor/