Maintenance Plan

Overview:

Our product BrickBreak is a game developed by five people team, and JavaScript language. It is very easy to publish on the mobile browser platform, Facebook platform, and even use encapsulated technology to publish on apple store, google play, etc. This means that just need a few developers to maintain it. This is also in line with its design concept— a classic game.

Initial maintenance costs:

In the first quarter of the product launch, according to the deployment plan, the main cost is the monthly cost of the website server and the use of other platforms. Usually, a new domain name will cost about $10-15 a year. We consider promoting BrickBreak but thinking that the initial experience of the product may not be the best, and the promotion costs of large platforms are very expensive, we may choose to distribute on one or two platforms. This is about $100 within first year. The developer cost needs to be considered. In the early stage, one developer is enough to maintain it, and the approximate cost is $7000/month.

Development Maintenance costs:

BrickBreak is a game product that can be upgraded, and there may update in terms of image quality, levels, and gameplay settings. According to the design of BrickBreak, within the first year, we need to improve our website, create a new user database, and update the game levels every half month. Of course, these updates are frequent, which leads developers to regularly maintain the game database, synchronize data to other platforms, and check and maintain the applicable performance of the server. Therefore, the need is not only limited to code personnel but also needs to hire designers or art developers. But BrickBreak does not need to change image design in every update or maintenance, and the cost of hire designers is very expensive, so we can do an artwork update every quarter, it cost about $300*4. BrickBreak After several updates, the game playability, and user experience have been improved. At this time, we may consider promoting it on other platforms. These will cost about $400.

User experience costs:

This is very important. We know that a good user experience can extend the life of the product. A few months after the product launch, there will be a batch of stable users. Because of multi-platform distribution, the user experience and security of user data must be considered.

Ensuring product compatibility and security on the platform can give users a better experience,

we need to regularly fix the bug, optimize the product based on user feedback, perform server

maintenance, and data security checks. These cost $100/month.

After the product launch, we must calculate its operating costs. According to the

deployment plan, BrickBreak is priced at $1 but considering that this may not be enough to

support its development in the future, it may still rely on advertising revenue to maintain its

development. So, the third-party implants will be added to the product website or software. The

advertising section is very often to cause the user experience to deteriorate, requiring special

design and maintenance to minimize the impact on the user experience. This costs $100/month.

Conclusion:

Since the design concept of our products, there may not be much innovation in the future.

The most important update is setting more levels and powers on the most primitive basis.

Therefore, the biggest cost lies in the cost of developers. It is a classic game, and its purpose is

not to make money.

	Developer	Platforms	Servers	Others
Monthly Fees	$7,000		$100	$100
Total (one year)	$84,000	$500	$15 + $1,200	$1,200 + $1,200