

Deployment Plan: Brick Break

EECS 448

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This plan will give an example of the potential market, which is suitable for our project, the reasons for choosing this market. It also is going to detail the necessary steps to deploy our project in the market we choose and the corresponding cost in the deployment process.

The potential market and reasons

Our project, BrickBreak, is a casual game that can bring players fun and a little challenge. Players control the paddle at the bottom of screen to collide with the ball so that the ball can break all bricks by bounce. This is a game that can be started and ended at any time depending on players. Because of the flexibility of this game, we choose to publish it on App Store. Players can simply download the application through their phones or iPads to own this game. Compared with desktops or laptops, phones and tablets are more flexible. Moreover, players do not need to use Xbox, PlayStation, or other tools to run the game. On the other hand, since phones are currently indispensable item for people, releasing on apple store will allow us to have more players of different ages, which will be able to increase popularity of our project among people of different ages.

Necessary steps to deploy

According to the “App Store Review Guidelines”, apps may contain or run code that is not embedded in the binary (e.g. HTML5-based games, bots, etc.)¹, so we do save lot of time to complete cross-platform. Otherwise, if we still keep a team of 5 people as it is now, cross-platform may take us one to two months to complete.

¹ <https://developer.apple.com/app-store/review/guidelines/#third-party-software>

To put a game on App Store, we have to test it first by using TestFlight. We'll need to upload at least one beta build of our app to App Store Connect, and invite testers using email addresses or sharing a public link². Since the test will take a week or more, we can start designing the product interface and product preview so that users can find and download it on the App Store. The information we need to display includes name, icon, a short video and several screenshots of how product work, a brief description, and some keywords for searching. Information can help us better to let users know more our project. It's a quick way to attract players. After we officially launch our game on App Store, the most important thing is to promote by putting ads on various social software or intersperse ads in videos. In addition, we can improve our project through players' evaluation.

Associated cost

1. The cost to publish game on App Store

Apple App Store will charge an annual developer fee of \$99, and Google Play has a one-time fee for \$25³.

Apple App Store and Google Play both will take 30 percent standard commission on in-app purchases of digital goods⁴, and then it becomes 15 percent after one year.

Therefore, if our product is one dollar and 100 people buy it, then:

Apple App Store and Google Play will take: $100 * 30\% = 30$ dollar

After one year, they will take: $100 * 15\% = 15$ dollar

² <https://developer.apple.com/testflight/>

³ <https://www.techrepublic.com/blog/software-engineer/app-store-fees-percentages-and-payouts-what-developers-need-to-know/>

⁴ <https://www.theverge.com/21445923/platform-fees-apps-games-business-marketplace-apple-google>

2. The cost to ads

Facebook ads cost depends on bidding model⁵

Facebook ads cost	Bidding model
\$0.97	Cost-per-click
\$7.19	Cost-per-thousand-impressions
\$1.07	Cost-per-like
\$5.47	Cost-per-download

YouTube ads cost: On average, businesses pay an average YouTube advertising cost of \$0.10 to \$0.30 per view or action, with an average \$10 daily budget⁶.

TikTok ads cost: TikTok ads pricing starts at \$10 per CPM (cost per 1000 views).

⁵ <https://www.webfx.com/social-media/how-much-does-facebook-advertising-cost.html>

⁶ <https://www.webfx.com/internet-marketing/how-much-does-youtube-advertising-cost.html>