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EECS 448

Final Project

## Maintenance Plan

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### **INTRODUCTION**

The purpose of this document is to detail the actions that need to take place to maintain the web application created by Team 10 for a year. This document will detail the many expected costs that go into maintaining our product and explore a series of hypotheticals of the costs required to go on certain paths to maintain our product, such as servers, advertising, and employees needed. This document will also go over the process of changes that may need to take place to ensure customer satisfaction and the process with which they can contact the maintenance team to make petitions for any change they think are necessary or beneficial to the product.

### **PREPARATION**

Currently our product is hosted on the EECS servers, which will not always be available to us and so we will have to account for the cost of our own servers or paying for someone else to host our product. The price of most domain names is a yearly fee of about \$10 to \$15, but this is for each individual domain name [1]. If we want to buy multiple domain names the price could increase significantly. The cost to have our server be on a virtual private server would be \$29.99 a month[2]. If we went into starting a business, the average cost would be around \$30,000, which

was found in research done by the Kauffmann Foundation[11]. We would also need an office space, which varies a lot with price. An office space that is around 1000 square feet in Lawrence would cost somewhere around \$1,070 a month[12].

## **MODIFICATION**

Modification is an inevitable process in order to make the product the best it can possible be over its life cycle. In order to modify the product, someone should contact any of the people on the development team with their idea. The development team can be found on github on this page [https://github.com/DSoliz/EECS\\_448\\_Project\\_4](https://github.com/DSoliz/EECS_448_Project_4). The development team will assess the request and determine if it is beneficial to modify the product and will try and maintain some form of contact with the requester. The modifier can pull from the source code on github and make modifications to their own clone of the repository. Any changes that they want to make to the main project repo will have to be accepted by a contributor to the project.

## **ACCEPTANCE**

Any modifications that are accepted would be accepted through the group's public Github repository. Anyone who submits a change request should be in some way familiar with the product. The maintenance team still has the ability to reject any change that they deem not worthy to pursue, be it not seen as profitable or otherwise.

## **SALARY**

The most expensive thing we need to consider is the salary of the employees needed to maintain the product. The most expensive method would be to pay all members of Team 10 as developers. We would maintain every member of the team as a paid employee, but the salary they would receive would vary depending on for different functions. The median salary of an entry-level PHP developer is \$51,202 per year [3]. The cost if we take our salaries as web designers is \$46,327 per year[4]. This is also not taking into account the other positions we need. We would hire a marketing consultant to help with advertising and raising awareness of our product. We would also hire an accountant to help with taxes and managing the salaries of our company. The median cost of an accountant is \$47,936 a year [5].

## **ADVERTISING**

Advertising is very important to make our product a successful business venture as the current product is free to use. In order to make a profit, Team 10 would hire a marketing consultant to both handle making advertisements for our product and hosting advertisements on our web application through Google's AdSense. The median salary for a marketing consultant is \$57,619 a year[7]. To use Google's AdSense we need to provide them with our tax information, confirm our identity, select form of payment, and meet a payment threshold. The threshold to get paid for AdSense is \$100 dollars, but if the threshold is not met the amount rolls over to the next month[6]. If we meet the threshold for Google's AdSense every month, we can expect a yearly amount of at least \$1200. We could also implement a system similar to Reddit's Gold system, in which users get additional features for donating to help maintain costs and keep the product free

to use. In order to help with costs, we would implement a way for users to donate to help with our site.

## **MIGRATION**

The cost of migrating our product to the Google Play store is a one time registration fee of \$25 to make a Google account a developer. After that, there is not a limit to how many apps can be put on the the Google Play store [8]. For the Play store we need to hire an Android developer, which has a median salary of \$77,468 per year[9]. To migrate our product to the Apple store there is a yearly fee of \$99. We would also need to hire an iOS developer, which has a median salary of \$78,861 per year [10]. Migrating to another service would be more expensive, but we would expect in increase in users through the increase in awareness of our product through availability on a popular medium.

## **SUMMARY OF REVENUES**

Possible Revenues	
AdSense Revenue	\$1200
Donations	\$???

## **SUMMARY OF COSTS**

<b>Required Costs</b>	
Domain name cost	\$10-15

Yearly server cost	\$359.88
2 Entry-level PHP developers	\$102,404
2 Entry-level web designers	\$92,654
Accountant	\$47,936
Marketing consultant	\$57,619
Office Space	\$12,840
Total Required Costs	313,822.88
Optional Costs	
Google Development Fee	\$25
Android Developer	\$77,468
Apple Developer Fee	\$99
iOS Developer	\$78,861

## RETIREMENT

There will come a time when our product will no longer be profitable to maintain and will need to be retired. The domain name no longer needs to be hosted and the money that goes into the servers can be repurposed for another product. There is no user data that needs to be archived, but the system in which the users are stored and login is valuable if another user-based system is created by our team. There also needs to be an announcement at least a month in advance to notify any users that the product will no longer be usable after the company has decided it is no longer viable to maintain.

## References

- [1]<http://organizedassistant.com/how-much-does-it-cost-to-maintain-a-website/>
- [2]<http://www.whoishostingthis.com/blog/2014/07/29/website-cost/>
- [3][http://www.payscale.com/research/US/Job=PHP\\_Software\\_Developer\\_%2F\\_Programmer/Salary/8c5a0f68/Entry-Level](http://www.payscale.com/research/US/Job=PHP_Software_Developer_%2F_Programmer/Salary/8c5a0f68/Entry-Level)
- [4][http://www.payscale.com/research/US/Job=Web\\_Designer/Salary](http://www.payscale.com/research/US/Job=Web_Designer/Salary)
- [5]<http://www.payscale.com/research/US/Job=Accountant/Salary>
- [6]<https://support.google.com/adsense#topic=3373519>
- [7][http://www.payscale.com/research/US/Job=Marketing\\_Consultant/Salary](http://www.payscale.com/research/US/Job=Marketing_Consultant/Salary)
- [8]<https://support.google.com/googleplay/android-developer/answer/6112435?hl=en>
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