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EECS 448

Final Project

Deployment Plan

**Step 1: Buying a Domain name/URL**

As our product is web based, the first, and most important, thing we need for deploying our product would be getting a domain name/URL that will be used by users to actually get to the product. Financially speaking, most domain names and URLs are relatively cheap, only costing around $10 to buy them.

* Cost for buying a domain name/URL: $10
* Total Cost: $10

**Step 2: Buying and Hosting a server**

Since our chat requires the use of a server for handling both user settings and posting messages, buying one would be the next top priority. We do not expect to have much traffic on our site when we initially launch, so buying one of the more expensive servers right off the bat wouldn’t be the best move (depending on how much traffic we generate after launch, we may eventually have to upgrade, but that is covered in the maintenance plan). As such, for the initial deployment of our product, we plan to buy a mid-tier server that has the capacity to hold the amount of traffic that we are initially expecting. Such servers tend to cost around $149 per month, but solely for deployment purposes, it would only be around $149 to get one up and running.

* Cost for buying and hosting a server: $149
* Total Cost: $159

**Step 3: Advertising our Product**

In order to attract people to our website, we will definitely have to advertise it through various channels/mediums. These include:

* Social Media – Over the past few decades, social media sites have become some of the biggest sites, housing the largest numbers of both users and site visits. Due to their popularity, it would be beneficial for us to make social media accounts (Facebook, Twitter, etc.) designed specifically for advertising our site. The best part about this form of advertising is that there would be no costs associated with it because the ability to create a social media account is free.
  + Cost for advertising on Social Media: $0
  + Total Cost: $159
* Online Ads – Since most people use the internet numerous times throughout their days, it would make the most logical sense to put advertisements for our site on the web as well. While there are several options for programs/companies that do online ads, the most well-known one would be Google AdWords which is what we will use. Cost-wise, setting up our website on Google AdWords is free, but AdWords would eventually cost money when people start going to our website through the online ads (since Google AdWords is a pay-per-click service). The amount the take would then depend on our budget, but since we are just deploying, our budget would be relatively low (most likely in the hundreds of dollars).
  + Cost for setting up online ads (Google AdWords): $0
  + Cost for people using online ads to get to our website: Dependent on number of clicks and budget, but we’ll assume $100
  + Total Cost: $259
* Display our product in person: In order to ensure that people see our product, we would have to set up a booth at a gathering, like a convention, where people would then be able to demo the product. Depending on the convention(s) that we attend, the cost for participating would differ. We would most likely attend the Consumer Electronics Show (CES) as it is one of the better conventions that we could attend for getting our product out there. For that specific convention, all expenses (rentals and set-ups) would cost around $100,000 if not more. In our case, being a company that is just starting out, we would try to go for the more inexpensive options when available and, if possible, aim for expenditures that total less than $100,000, but estimate-wise that is what it would most likely cost. Another possible convention that we could go to would be Electronic Entertainment Expo (E3), as that it a well-known convention amongst our target group. However, it would potentially be more expensive than attending CES. If we were efficient and cutback on unnecessary costs, then we could potentially only have to spend $100,000 in order to attend E3. However, if we don’t then it could cost us much more (~$300,000) to participate which may not be worth it for us all things considered. For now, we are labeling E3 as optional and any potential costs associated with it will be counted in a separate Total Costs statistic that will continue to be displayed throughout the rest of our deployment plan.
  + Cost for attending CES:$100,000
  + Cost for attending E3 (Optional): $300,000+
  + Total Cost: $100,259
  + Total Cost w/ E3: $400,259

**Step 4: Potential Future Deployment Costs**

For the initial deployment of our product, we intend for it to start off as a website only. However, in the future we may decide that to deploy our product to different channels and offer it to other consumer bases. These potential future deployments would include:

* Developing a mobile product app: While are product is mainly to be used on a computer/website environment, we could potentially create an app that would then be available the appropriate mobile stores (i.e. the Google Play Store for Android devices and the iTunes Store for Apple devices). Depending on the store we wish to put it on, the cost for doing so would then vary. For the Google Play Store, there is an initial $25 charge for registering to be able to put apps on the Play Store. After that, we would then need to create a Wallet Merchant Account as we would be selling our app but there are no costs for doing so. For the iTunes Store, we would first have to sign up as an iOS developer, for which the license would cost $99. Beyond that there would be no additional costs for getting our app up on the store.
  + Cost for putting an app on the Google Play Store: $25
  + Cost for putting an app on the iTunes Store: $99
  + Total Cost: $100,383
  + Total Cost w/ E3: $400,383
* Developing an app for use on gaming consoles: While this form of deployment is highly unlikely given what our product hopes to accomplish, there is still a possibility that we could develop a program that would allow our product to run on some of the well-known gaming consoles. If that were to happen, we would need to put that program on the appropriate platform store, with the main ones being:
  + The XBoxLive Store: In order to become an XBoxLive publisher, there is an annual $99 fee that is required. From there, we would be able to put our program on the store, which would then allow for it to be bought and used by anyone with an XBox console.
  + The PlayStation Network (PSN): The PSN platform store does not require any sort of fee in order to become a publisher. The only required steps are to register one’s company and agree to be a PlayStation partner.
  + The Wii-U Store: Like the PSN, the Wii-U store does not have any fees associated with becoming a developer, so if we were to develop a program for that platform, it would not cost anything.
  + Cost for developing on the XBoxLive store: $25
  + Cost for developing on the PlayStation Network: $0
  + Cost for developing on the Wii-U Store: $0
  + Total Cost: $100,408
  + Total Cost: $400,408

**Recap: Total Overall Costs for Deployment**

Most of the steps of deploying our product are rather inexpensive, with only one part costing a lot (attending a convention). That being said, we could very easily go to conventions that are less expensive than CES and, even more so, E3 if our budget doesn’t allow for it, but for the sake of maximizing the advertising for our product, we are going to assume that our budget would at least allow for an appearance at CES. Some of the costs of the later parts of our plan may never happen, as they depend direction in which we take/develop our product after it is initially released and the other platforms on which we would want to make it available, but they are also inexpensive and wouldn’t cause any economic problems in the future. In the end, the projected total cost that would be necessary for deploying our product would be $100,408, but it is subject to change, especially with regards to the conventions we attend when advertising our product.