

## **Deployment plan**

Before we go ahead and deploy MapKU, we would like to work more on the testing part, try to find more bugs and fix them, make it as easy as possible to interact with the users. We are using Google Maps Javascript API—for the map and other features like Information box, Markers, etc., Google Directions API—to get directions and the route from point A to B, and Google Places API—to autocomplete the address. Google gives a free monthly limit of \$200 and it is like free allowance up to 100,000 loads of Static maps, 28,000 loads of Dynamic Maps, 28,000 panos of Static Street View, 14,000 panos of Dynamic Street view. Currently, we fall under all these limits, so it doesn't cost anything as of now however, as we move forward and add more features, we might have to pay for the APIs. We would first like to deploy MapKU as a website (using a hosting company like bluehost or Greengeeks). The cost of hosting a website will be \$80-\$120 approx. and a domain name would cost \$30-\$60 approx. (This is just the cost of hosting the website maintenance will cost much higher than this and it is explained in the next section). Initially, we are hosting this as a website but if we see a good response, we would consider hosting it as an app. Hosting an app in IOS costs onetime \$99 fee and hosting an app in android costs onetime \$25 fee. Cost of developing an app depends on various things like (functionality, UI requirements, Data Storage, etc.) so it is hard to tell the exact cost, but it would be approximately \$50,000-\$80,000 to hire an app developer to do all the things.

The potential market for this product is all the students, faculty, and staff at the University of Kansas. MapKU is very helpful for the students (especially freshmen) to locate their classes and to get around the campus. Before the first day of classes, students usually go around the campus and locate their classes, so they don't miss anything on the first day of their class. But it is not always possible for everyone to do that because of variety of reasons. MapKU helps students do the exact same thing on their devices and also give them an idea of what their daily route will look like. Students can all their add their classes and location of their housing and MapKU will give them proper time approximations of how much time it is going to take for them to reach their classes every day. MapKU will be highly in demand among out of state students and freshmen since they are new to the campus, they would want to explore more and learn more about the campus. Out of state students can see what their daily commute will look like even before visiting the campus. It will also be very useful for the faculty because there are a lot of people commuting from different places (eg. Lenexa, Kansas City, etc).

The best way to market MapKU would be through organizations in the university. We can hand out pamphlets (that contain all the information about MapKU) to various organizations like KU visitor center, ISS, AAP, KU Engineering and request them to hand these out to freshmen in orientations and also put it up on student boards. We will also try to get this approved by the university and put a small box or a hyperlink in KU portal. Apart from pamphlets, we can also use google advertising (initially starting with a budget of \$1000-\$2000) and it would be a big plus because we can make the algorithm target more people around the campus.