Team 18 Project 4 – SM Tracker Deployment Plan

The deployment plan for our application is clear cut and inexpensive. The extension will only run on a browser that uses google chromes extension API. As of now, we have been testing our extension by loading an unpacked version of the extension through the extension settings on Google Chrome. In order to deploy it and publish our Social Media Tracker, we would first need to create a Google Chrome web store developer account. There are no criteria that a person must meet to create such an account. However, a $5 fee is required upon creation of the account. After creating an account, the process to upload the html, css, and javascript files to correctly work with the Chrome API is almost effortless. The only step is to collect all our files and just add it to an archive. More specifically, the archive has to be of zip format. Afterwards, you are required to visit the Developer Dashboard and upload the zip. Chrome Web Store will automatically convert the zip archive to a .crx file and allow the extension to be published on their Web Store. If we want, we can apply a price to our software and charge any potential buyers a fee. It should be noted though that Chrome will apply a 5% fee to any purchases made. For example, if we charge $1.99 for our application, we will receive $1.89. In terms of the potential market, this is a very low fee for allowing us to publish it on their store. Compared to other eshops or online stores, 5% is quite a competitive price.

The potential market of our application encompasses a very large group of people. The population that would consider using this is anyone who cares about their screen time, and people who need to stay on track. This is perfect for any and all students who don’t want to waste time endlessly scrolling through twitter or Instagram. The tracking and ability to limit exposure to specific social media websites, whether its done by students or their parents, presents them a great opportunity to use their screen time much more effectively. Not only will students be inclined to use this software, but as will anyone who has a job where they need to be on a computer for many of their tasks. By using our application, it will ensure that employees are staying on track and completing their required jobs. This could be an effective tool for parents and employers who are struggling with keeping their students or employees, respectively, on task. Since a large portion of the population, in the world and in the United States, is either a student or in the workforce, our potential market is humongous. Especially in 2020 with coronavirus, exposure to screens is at an all time high since most people are switching from in person work/school to online work/school. If deployed as soon as possible, and by creating exposure on the terrible effects of an over use of social media as well and providing a solution (our application), our application could be implemented in the browsers of millions of people.