

Project 4 - Deployment Plan

For our project 4 we have developed a JavaScript version of the classic video game Tetris, in our case the current deployment of the project is running it locally from the source code in a web browser that is compatible but given that we were to pursue this project further it could be deployed on many more platforms such as mobile and on a hosted website. To deploy on a web platform would be a very straightforward process as the app is already browser based and would only need a domain and hosting to be a functional website running our JavaScript version of Tetris, this would also be the most cost effective version and the easiest to maintain as we as developers and owners would have direct control over both the product and publication to the site without any restrictions. Another good option if we were looking to reach a much wider audience would be to publish the app on mobile platforms, namely the Apple AppStore and Google Play Store for iOS and Android respectively, so users would not have to access the game on a web browser exclusively. Also the publishing to mobile platforms would allow for easier monetization of the product, assuming it is not labelled as and does not use the phrase “Tetris” directly, such as charging a small price to download the app or adding ads so the costs of deployment could be potentially offset depending on the popularity.

The potential market that this product would be reaching is anyone looking for entertainment in the form of a classic game in a lightweight format, the game does not have a target age group or specific demographic that it is aimed at as it is a very laid back and casual experience without overly complicated features. The product itself is very small in file size and loads quickly in any web browser, with the hosted online access and mobile application deployment plans this would be the same as it would be running locally on a device for the mobile version and hosted for the web, depending on the popularity the speed of the online version may depend on traffic and server quality as well which is something that may need to be scaled over time. In regards to the cost of deployment, web hosting is the cheapest and easiest option by far, the cost of a domain with hosting from a well reputable “economy” host would be as low as \$72 for the first year and \$108 for each year following, this would also be the cheapest option as it would not require any extra development to accommodate for the potential hindrances of creating a native mobile app which requires specific changes based on the platform. Since there are a number of ways to deploy apps to mobile platforms I will not be listing all available options but instead the basic fees that would come with this option which are the one time fee of \$25 to publish to the Google Play Store and the annual \$99 fee to publish on the Apple App Store, along with this option we would be required to use their platform to push and necessary updates and upgrades to a user’s device instead of upgrading the overall web version that would always be the same version for every user that accesses it.