

## Deployment Plan

Our project 4, “cooking with engineers” consisted of a web application where users can search for possible recipes they could potentially prepare, given the available ingredients that they have and certain preference to filter out certain elements in these recipes. To deploy this software, we would have to take certain steps. First of all, in order to increase the probabilities of success, additional testing of the software would be needed. Before finishing the project, a considerable amount of code testing was performed by the team, but this was only alpha testing where we tried to simulate how a user would interact with our application. This way, beta testing should be one of the first steps, where we introduce the software to a test group of users, to see if they actually interact with it as we intend them to. This could also reveal some potential bugs or limitations in our software that were not identified earlier in the process. After beta testing the software would potentially be in its most “adequate” version and it could be released to a general public. This application has a very wide potential market, since it isn’t limited to a particular subset of population. This is due to the fact that most of the adult population generally needs to cook meals on a daily basis, therefore being potential users for our project. Nevertheless, as students ourselves we had the target market of college students in mind, as this group could potentially benefit the most with our software. Since college students need to attend classes, do schoolwork and often times also work, all while being on a limited budget, this makes them the best potential clients since they don’t have too much spare time to think about the meals that they could cook and they also need to make the most out of the ingredients they already have in order to minimize spending. On top of this, young adults are pretty tech savvy, so they would not struggle when using the application. This way, this group of population is the most suitable target market for our product and it would not be hard to introduce it to them. The cost to deploy our product could be variable. Since it is a web application, our group wouldn’t need to worry about server or cloud service costs. Similarly, since our software utilizes an API in order to perform the search, we also shouldn’t worry about the cost of maintaining a database. At the moment our application does not include a mobile version that would be present on the app store (although this could be a potential expansion opportunity) so releasing it to the public simply through the web wouldn’t incur in any costs for our group. This way, the main deployment cost that we would have to cover would just be the marketing and promotion cost. In order to successfully deploy it and to reach a wide range of users, a considerable amount of marketing would be needed. The prices for advertising space can vary widely, depending on the place and the amount of the ad, but on average a web application similar to our project should probably pay around 5000\$-7500\$. Therefore, this would be the overall cost of deploying our application. Once this marketing cost is covered, the software could be deployed and begin its product life cycle.