EECS 448 Group 11 Maintenance Plan

There are a lot of factors to consider when coming up for a maintenance plan for our project. In our deployment plan, we went through several potential options for deployment. So in this maintenance plan, we will be going over a plan for each of our potential deployment plans.

Our first deployment plan was a browser-based game. Once we have deployed the game there are several maintenance costs that we will have to consider. We will need to hire developers to continue to make improvements and updates to the game to keep users engaged with the game. We also need developers to fix user reported bugs that they may encounter when playing the game. As we stated previously in the deployment plan, our total developer/artist cost is $67/hr. We estimate that the improvements, updates, and bug fixes for our game will take around 100 hours over the course of a year. This brings the total cost for development/upkeep to $6700 for the whole year. Because it’s a browser game, we still incur our domain, advertising, and server costs. The domain will cost $20 for the year. The advertising will cost $2.32/click through google ads and we would like to have 2000 clicks over the course of the year which is a cost of $4640/year. The server costs will be on average $75.50/year bringing the total maintenance cost for the browser-based game to $11,435.50 for the first year.

Our second deployment plan was to the Steam store. We will still have the same development/upkeep fees here as this is not platform dependent. We will not have domain or advertising costs here because the game will be on the Steam store, and we will let their promotions do the advertising for us. We will still incur the server cost because we still need that regardless of the platform. We also incur a flat cost of $100 to deploy our game to the Steam store. The total for the steam deployment plan cost therefore comes to $6875.50

Our third and final deployment plan was to mobile app stores. There are additional costs associated with doing this. To be able to publish to the iOS Appstore, you need a developer account which costs $100/yr. For the Android platform, there are no additional costs as is it free to publish an app on the Google Play store. We will still incur or development/upkeep costs as these costs are not platform dependent. We still need our server costs as these are also not platform dependent. This brings the total cost for the mobile maintenance plan to the same as the Steam store at $6875.50.

After going through the maintenance plans for each of our deployment plans, it makes the most sense to go with either the Steam store or mobile because the cost is much cheaper if we do not have ad spend. We would also need to come up with several ways to monetize our game to cover these costs. Some ways we could do that include running ads on the game, making the game cost something upfront, or adding DLC or cosmetics in game for an additional cost.