Deployment Plan

Initially launching the project, we will first need to secure a hosting service and a domain name. The cost of buying the domain name can range. As discussed in the maintenance plan, they are main ways to get a domain name. To start the most efficient use of our resources will be to get the domain name Educord.net from google domain services for $7 a year. In the future after amassing enough funds, we will hopefully be able to buy the domain outright. We can then use Hostinger to act as our hosting services with their starting plan around $3 a month. In the future, we would want to consider other services depending on the amount traffic that our website is receiving that may be more cost effect.

After securing both the domain name and hosting service, we will probably want to invest more resources into developing a mobile app version of the program so that we can appeal to a wide range of audiences. With that in mind, our intended audience will be students ranging from middle school to college students. By enabling them, a more organized way to converse with their peers about the material and assist each other with homework help or exam prep. By expanding the platform to mobile devices, it will significantly help our reach to students who primarily communicate with their phone. Once we have established the mobile apps, publishing them to different app markets will entail different costs. For the Apple app store, it will cost a year $100 fee to maintain a developer license with or not the app is published. For Android, there are no associated costs of publishing an app for them. For Google Play Store, it will cost a one-time fee of $25.

To market this product, we will first try to go to college campuses to advertise this product. We will also try to market it to high school students through their teachers. We will showcase Educord at teachers’ conferences. For example, we would probably go to Digital Learning Annual Conference and show how this program will help students not only learn in the classroom but on their own time through peer communication on the app. It will provide more means for the students to converse but also provide the platform to ask each other questions and use each other as resources for the class. Attending this conference will cost around $500. We will also budget another $2500 to attend other conferences. Once we have further established the platform, we would then try to expand our scope to middle schoolers.

As we try to expand both the reach and audience of the program, we would also add additional features, including the capabilities to upload files, video and/or voice calls, and user roles like admin or moderator. In the end, the cost to introduce the product will cost $3168 with an annual cost of $143. These costs are the low end estimate, which doesn't include the cost of potentially getting to and returning from the conferences.