EECS 448 Team 11 Project 4 Deployment Plan

If we were going to deploy our project, the first thing we would need to do is come up with a name for our game. I don’t believe the current state of the game is viable to push to market, so the next thing we would need to do is hire a developer who has expertise in some sort of game engine such as Unity and a graphic designer who could draw assets for the game. We have a simple game working in JavaScript, but we would have this staff transform our game from the current state into a possible three-dimensional, animated game which we could then take to market. We would also like to add a feature where users can play the game over the internet instead of local play which we would need the staff to work on as well.

The potential userbase for this game is anyone who likes strategy games, card games, games involving magic, or just board games in general. I think the target demographic would be men from ages 15-30 because that is the main demographic of users who play games like this.

Once our game has been improved and is in a state where we are ready to deploy it, there are a few options that come to mind. The first being a browser-based game. If we went this route, our costs would be a domain for our game, server costs for the multiplayer feature we want to implement, and advertising since we would not be getting promotion from other sources. According to *GoDaddy.com*, The average domain name ranges from $2 to $20 per year. We would likely opt for dedicated servers on the website which is more expensive than shared hosting but more reliable. According to *easypc.io*, the average cost for dedicated game server hosting costs between $5 and $150 per month. We then would need to add the cost to hire the developer and graphic designer. According to *salary.com*, the average cost for a unity developer is $42/hr and the average cost for a graphic designer is $25/hr. For advertising, we could run Google ads with a fixed spend rate of 100 ad clicks at $2.32/click. We estimate the game improvements will take an additional 50 hours from both the graphic designer and the developer, bringing the total cost for this deployment strategy to $2,829.50. Another option that comes to mind is deploying our game to the Steam store. The Steam store charges a flat rate of $100 to deploy a game to their store. The server and developer costs would be similar here, but we would not need to spend on advertisement because the steam store could possibly promote our game for us. This brings the cost to $2,697.50 to deploy to the Steam store. Another way we could deploy the game is on a mobile platform through iOS and Android. It is free to push an app to the Android store, but it costs $100/year to push an app to the iOS store. The cost here would be the same as deploying on the steam store which is $2,697.50.