



# GAMECOLLECTION MAINTENANCE PLAN

For the 2017 year

## Abstract

This document describes the Employee Maintenance, Software Maintenance, and proposed changes and expansions to be implemented in the coming year.

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# 1 Introduction

This section will serve as a brief recap of the 2016 year. GameCollection did better than anticipated for the 2016 year. After all taxes and fees, Steam receiving 30% of each game sold (source 6), Paypal receiving 2.9% plus 30 cents on each game sold (source 7), and each of the major credit cards we accept receiving 2%, we are left with a budget of \$300,000 for the year in order to maintain the product. The maintenance plan which will be incorporating the proposed distribution of the budget is as follows.

## 2 Product and Company Maintenance

### 2.1 Employee Maintenance

This section serves to explain the new distribution of tasks to rolls for Team Awesome. The table below provides a quick break down of new task distribution with the addition of a secretary and intern for the 2017 year.

Roll	Task
Secretary	<ul style="list-style-type: none"><li>• Communications outreach</li><li>• Social media management</li><li>• Various administrative tasks</li></ul>
Intern	<ul style="list-style-type: none"><li>• Primary tester</li><li>• Bug fixer</li><li>• Various software tasks</li></ul>
Software Engineer	<ul style="list-style-type: none"><li>• Overall managers</li><li>• Software development and code changes</li><li>• Quality control</li></ul>

*Table 2.1 Brief description of each roll and the tasks they are to perform*

#### 2.1.1 Secretary

Due to increasing popularity, software engineers are no longer able to handle responding to non-game development business matters, the most time-consuming being responding to customer contacts and fan outreaches on social media. We are now looking to immediately hire a secretary to handle all outreach and forward all issues to software engineers accordingly. Duties include managing social media

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channels, answering or forwarding all customer contacts, schedule managing, minute-keeping during meetings and various other day-to-day tasks. However, at this time, from time measurements taken for how long each software engineer spends on these type of tasks on a day to day is about one hour each, we will be making this a part-time position. Estimated daily hours is projected to be around four and can adjust accordingly. Average secretary hourly wage is \$12.42 (source 2) and since this will be part time, no benefits will be needed to be calculated. We will round down to \$12 for starting and anticipate this will cost \$12,500 to hire on a secretary part time.

### ***2.1.2 Intern***

Due to performing annual testings during the summer hindering the software engineers from being able to complete enough for the summer upgrade sprint, we have decided we will be hiring an intern over the summer. The intern will be responsible for writing tests, testing, and fixing any bugs detected during the test for the entire GameCollection. We will be scouting at three university career fairs. The cost of this will be \$350 x 3 universities base price (source 3). From there, we will be hiring one intern for the summer full-time. Due to the work being very tedious, we are looking to pay \$20 an hour for the intern to work full-time as incentive during the twelve week period. The cost of this will be around \$9600, bringing total cost of finding an intern to \$10,650.

### ***2.1.3 Software Engineers***

We will be maintaining our same three software engineers as last year. Because of the anticipation for hiring on a new secretary, software engineers will be expected to make more impressive enhancements on the product and on a shorter time line. Because of the heightened expectations, each Software Engineer will have a pay raise from \$35,000 to \$42,000 annual, plus bonus depending on sales of the game. They will still be expected to act as company managers, taking care of financial budgeting, proposed changes to both technical and business decisions.

## **2.2 Company Management Maintenance**

This section will describe the work required to maintain Team Awesome overall, which will be identified as the company.

### **2.2.1 Customer Support**

We have received positive feedback using email as our primary means of customers contacting for various forms of tech support and overall problems and issues. Customers have valued interacting with a developer directly. We do not see any need to add additional means of customer support at this moment. The only change that will be seen is the secretary will be managing the customer support email and forwarding issues accordingly rather than having to manually hand out issues.

### **2.2.2 Issue Resolution Strategy**

Customers have demonstrated satisfaction with current issue resolution protocol, particularly with being able to see changes happen live on the github link. The strategy will remain as follows:

1. Acknowledge we have received the issue
2. Determine if there is an immediate solution
  - a. If there is an immediate solution, provide it to the user, then go to 5
  - b. If there is not, follow remaining protocol
3. Give estimated timeline and refer the customer to the github link to see changes as they come
4. Determine if there is a workable solution to the problem or if the solution will have to come in terms of version upgrade
5. Thank the user for contacting the company and offer to resolve any other issues

### **2.2.3 Acting Managers**

As previously mentioned, Software Engineers will remain as acting company managers through the 2017 year.

#### ***2.2.4 Company Resources***

Team Awesome will continue to have headquarters located in 2425 LEEP and software development located in 1005 Eaton. The option to work from home will also remain for the 2017 year. This will put our resource costs at \$0 paid by the company for maintaining the company locations.

### **2.3 Product Maintenance and Upgrades**

This section serves to provide details of actions needed to maintain the GameCollection, here known as product, as well as the proposed upgrades to launch GameCollection 2.0. It is worth noting that we will continue to monitor customer satisfaction and rely on email as our primary form of tech support

#### ***2.3.1 Product Maintenance***

In order to maintain the current version of GameCollection, Eclipse will remain the primary tool for coding and generating documentation. Github will remain the repository and the repository will remain public.

#### ***2.3.2 Product Aesthetic Upgrades***

In order to compete with like games on the market, we are continuously having to improve our graphics since the prototype. Taking away our software engineers from enhancing game function to improve graphics is severely hindering our ability to stay competitive. We are currently looking to hire a graphic designer to do a complete overhaul on all images used in the game collection and are hoping this overhaul will last through the 2017 year. We have found a website “[www.upwork.com](http://www.upwork.com)” where we can look into game design freelancers. We have found several potential candidates that both specialize in graphic design with 3D Modeling and graphic design for games. The candidates we are looking at are in the range of \$10 to \$33.33 an hour (source 4). Doing this graphics revamp, research shows that initial mark ups can take up to two weeks, and then up to an additional two weeks for any reworks. Since our game collection is relatively straightforward and since we do the animation ourselves and we are only needing images rather than typical full-on animation, so we anticipate we will be on the lower

side of this time frame. We estimate this will be a business expense from \$400 to \$1400 total.

Secondly, we are looking into more audio options for our game collection. We again are turning to the website Upwork to find a musical composer to hire. The average cost is around \$700 per minute of music score (source 5). We are wanting to do 2 minutes of music per game, plus 1 minute for the main menu, plus sound effects, which we will round up to one additional minute, meaning 8 minutes of custom music total. Total cost will be around \$5600.

### ***2.3.3 Product Accessibility Upgrade***

Though there are no costs attached to making the product accessible to more platforms, it is worth noting some of the actions needed to be taken to move forward with this idea. Currently, the GameCollection is only able to be played on Windows and Linux, and to limit us further, the system must be a 64 bit system. This hindrance is due to the Java3D library used in the Pong requiring special files in order to execute. We will be adding the files needed for Mac to execute, as well as the files needed for 32 bit versions of the operating systems.

## **3 Product Distribution and Awareness Maintenance**

This section serves to discuss the maintenance and changes that will be coming in the 2017 year in terms of product distribution and making the public aware of the product.

### **3.1 Website and Distribution Maintenance**

The cost of hosting and keeping the web domain will remain at \$147.15 annually through bluehost.com. This means we will be maintaining the current hosting price, as well as domain privacy protection, SiteLock security, dedicated IP address, and SSL certificate. Since we do give users direct ability to buy our game straight from our site, all the above listed remain necessary for our website. As of today, there are no other fees associated with distributing the GameCollection as all components we use (Steam, PayPal, etc) simply take a percentage from our sales, as mentioned earlier, rather than charging a fee.

## **3.2 Marketing**

With sales beginning to hit a steady flat line for the first time since the deployment, we are beginning to look at other options to promote our GameCollection. To counter this flat line, we are now looking at new tactics of attracting potential customers and exploring the possibilities of expanding globally.

Since deployment, social media has been our primary target of attracting customers to purchase our game. From our most recent campaign, offering a 5 percent discount code if the customer answers the survey question of where he had heard about the game, 43 percent answered Facebook, leading all other categories by more than 10 percent. After further research, we have discovered several options we may be able to take to increase promotion while staying within our 2017 budget.

### ***3.2.1 Facebook Advertising***

With popular ad block extensions still on the rise with over 181 million users (source 1), primarily used by those within our target demographic, we no longer feel that taking a direct advertisement out on any website is a reliable option. Any advertisement taken out will not come from direct advertisements on websites in the 2017 year until we know more about the correlations between the number of impressions listed on popular gamer sites and the percentage action taken on those impressions.

We will instead be taking ads out on social media, primarily Facebook. Our Facebook page alone has over 257k likes as of last Thursday. We will be looking to take out Facebook ads as primary means of advertising until the creative upgrade is complete (source 9 cites the following reasons). Facebook is better at reaching a target audience than simply advertising on a website or to do a sponsorship because it allows us to customize the target audience and is better suited for finding our target demographic, rather than us having to pick where our target demographic will be able to find us. Facebook also has measurable results, so we will have tangible data to prove whether or not our advertisement tactics are working. For our ad, we will be customizing it more to interests and behaviors, meaning that we will be



choosing from a very select list of pages liked, as well as shopping habits. Another appeal about investing in Facebook advertising is that its payments are flexible, so if we find we can and should invest more money in advertising, we can invest that immediately, rather than being stuck in a contract with another website for advertising. To start, it has been advised to us (source 10) that starting out we should aim for \$50,000 and seeing how this will be our primary advertising platform, we will anticipate a minimum of \$50,000 spent on Facebook advertising this year.

### **3.2.2 *Blogger awareness***

We have one more proposed source of advertising. After the product creative upgrade, we are looking at reaching out to several popular video game Facebook users and bloggers for possible mentions and reviews. We will be targeting small to medium size bloggers, whose posts fall within the range of 5,000 to 50,000 hits a month (source 11). The fees on average are \$300 per blogger. We do not want to flood the blogger world too quickly trying to plug our product, so initially we are looking for a Fall push of approximately 10 to 15 bloggers from the United States, United Kingdom, China, Japan, South Korea, and Germany, which are all the top countries in video game revenues (source 12). This will cost us around \$3000 to do so.

## 4 Summary

While 2016 was a very successful launch year, the proposed maintenance should ensure the success of the GameCollection through the 2017 year. We will be looking to hire a part time secretary, full time intern for the summer and keep our original developers. There will be no change in company management, problem resolution, or website costs over the 2017 year. We will be investing in a product creative upgrade to enhance user experience by improving graphics and adding audio. We will also be investing in more effective means of advertising our product. Total cost is anticipated to be around \$221297.15, giving the company \$78,702.85 to use as necessary throughout the year. A table of costs can be found below.

Description	Cost
Secretary hire	\$12,500
Intern recruit	\$1,050
Intern hire	\$9,600
Software Engineers x3	\$138,000
Graphics Upgrade	\$1,400
Audio Upgrade	\$5,600
Website	\$147.15
Facebook Advertising	\$50,000
Blogger outreach	\$3,000
<b>Total:</b>	<b>\$221297.15</b>

*Table 4.1 Table of total costs for the year*

## 5 Sources

1. [http://www.globalwebindex.net/blog/profiling-adblockers?utm\\_campaign=Chart+of+the+Day&utm\\_source=hs\\_email&utm\\_medium=email&utm\\_content=22408857&\\_hsenc=p2ANqtz-8xRsVsoX9EbFpDdCqe8MwPBPBLEwWS27vmC2YigoqeFaF7\\_nHsWjh9oNXN3S-WG25JwYI9wLMoOwBtwOwAxnOMQQEl4WFdN9g\\_0yPUzEuGe0mIyH8&\\_hsmi=22408857](http://www.globalwebindex.net/blog/profiling-adblockers?utm_campaign=Chart+of+the+Day&utm_source=hs_email&utm_medium=email&utm_content=22408857&_hsenc=p2ANqtz-8xRsVsoX9EbFpDdCqe8MwPBPBLEwWS27vmC2YigoqeFaF7_nHsWjh9oNXN3S-WG25JwYI9wLMoOwBtwOwAxnOMQQEl4WFdN9g_0yPUzEuGe0mIyH8&_hsmi=22408857)
2. [http://www.payscale.com/research/US/Job=Secretary/Hourly\\_Rate](http://www.payscale.com/research/US/Job=Secretary/Hourly_Rate)
3. <https://enr.ku.edu/fees>
4. <https://www.upwork.com/hire/game-design-freelancers/>
5. [http://www.leonwillet.com/leonwillet.com/Blog/Entries/2009/5/9\\_How\\_to\\_Get\\_Your\\_First\\_Job\\_Composing\\_for\\_Video\\_Games.html](http://www.leonwillet.com/leonwillet.com/Blog/Entries/2009/5/9_How_to_Get_Your_First_Job_Composing_for_Video_Games.html)
6. <http://forums.steampowered.com/forums/archive/index.php/t-2073030.html>  
(Please note that Steam doesn't release this information publicly, so all information contained is rumored and used as fact for the purpose of this maintenance plan)
7. <https://www.paypal.com/webapps/mpp/merchant-fees>
8. <https://www.cardfellow.com/average-fees-for-credit-card-processing/>
9. <https://www.facebook.com/business/products/ads>
10. <http://www.jonloomer.com/2014/07/08/facebook-ads-budget-2/>
11. <http://www.probloger.net/archives/2012/08/19/how-to-succeed-in-the-video-game-blog-niche/>
12. <https://newzoo.com/insights/rankings/top-100-countries-by-game-revenues/>