

EECS 448

Code Chefs

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Maintenance plan

From c# script to our final product, we put lots of work and time into it. If we are the formal company, we will probably have some cost like R&D and engineer's salary till we formally published our game. However, after we published the game there is still a lot we need to pay. For example: Salary for engineers to keep our game quality and add some new features, or the Monthly or annual fees for your distribution platform. Our project is based on the Unity. Even though our project can run on computer, tablet or mobile. Positioning for our product is set to be "mobile games". We want to put our games on the Google Play store for Android and app store for iOS.

For this project we build everything on the Unity, even we import something from the asset store, we didn't import something that we need to pay annual fee. In addition, The unity personal series we use it's totally free. We also anticipate our annual revenue won't be over 100,000, so we don't need to pay for the Unity Pro license. The most of the maintenance plan for next year we will mainly focus on hiring developers, annual fee for the distribution platforms and some promotions. In the following pages, I'll analyzed our maintenance plan next year month by month so we can have more accurate numbers.

January

This is our first month to start the maintenance plan for our project. According to techrepublic.com, we need to pay app store 99 dollars per year and 25 dollars one time for Google Play store. I think we will invite a youtuber with 100k views videos for around 1200 dollars(According to quora.com). This will make some gamers know my our game, if they like it, they will tell their friend there's new game coming out and how nice it is. Since this game is developed by four members team. We will hire four students for co-op to maintain our company. We will pay them around 15 dollars per hour and 10 hours per week since they are all students right now. They will help us to add more new features and try to market our app. Since we just start our company, we will work in the garage and just bought a 25 dollars whiteboard from amazon.

February

In second month of the year, we don't need to worry about the distribution fee anymore. However, we still need to try to increase our product exposure rate. We still need to pay for the co-op salaries. For this month we also need to review did that youtuber helped us sell more apps. Should we keep using this strategy or switch to other youtubers. February is the new year starts in lunar calendar, we will try to sell our apps to Asian like Taiwan, Malaysian, Singapore, Hong kong and China. For Taiwan, Malaysian and Singapore, youtube is popular also and they all speak Mandarin. We will invite another youtuber to play our game to advertise our game. The cost for this month will be the advertisement cost for youtuber and the salaries for co-op.

March

This will be the third month for our project maintenance plan. Everything will be on the track and we will plan to update to newest version "Catch the bus" since our co-op students had already add some new feature to our game. We will try the google advertisement this time. According to ads.google.com, one click on our game advertisement will be around 1 to 2 dollars. We are the small company, so we assume one click on our game will be 1 dollar, we expect around 1000 us dollars to pay this month. The cost for this month will be google advertisement fee and the co-op students salary.

April

For this month we are thinking just don't do anything special, we are going review how's our marketing going. Is the youtube strategies going well for our app sales, or the google advertisement did better. We also need to know is not just how many people downloaded the game but also how many people still playing this game. If we people are still enjoying the game, we will release the game later. If the playing rate start dropping dramatically, we will need release the new features this month. For the maintenance cost this month will just be co-op salaries since we are focus on reviewing our advertisement plan .

May

For this month we are add some new features for the players, we are planning to advertise our products next month, since next month is summer break for most of the students. We will have group meeting everyday and plan how to let all the students love playing our game. The maintenance cost will be just the salaries for co-op students.

June

This month is the summer vacation for the students, we will ask youtuber in the US, google advertisement and twitch streamer to sell our products. For the popular streamer to play our games will be around 1000 dollars for 2 hours(according to medium.com). We need to make all the students want to play our game. The cost for this month will be youtuber, google advertisement, twitch streamer and salary for co-ops students.

July

This month is actually the summer break for student in Asia, we will use the same strategy but in Asia. The cost for this month will be youtuber, google advertisement, twitch streamer and salary for co-ops students.

August

We are planning to have limited time app sales since it's time to back to school. We are not doing anything specific this month, we need closely observes will people stop playing our game since the school starts. We will start making our plan bases on the data we collected. The cost for this month will just be co-op salaries.

September

We are don't planning doing anything this month, we will just keep debugging for our game and keep discussing what new features we can add to this game. The cost for this month will just be co-op salaries.

October

We will release some feature for this game. The cost for this month will just be co-op salaries.

November

We will have some limited time sales with the upcoming Thanksgiving break, we are planning to have our app on sale and put on game on google advertisement again since people will use google browser a lot for shopping. For the cost this month will be the co-op salaries and google advertisement cost.

December

We are here at the last month of of maintenance fee, we are planning to keep paying for google advertisement. Because from Thanksgiving to Christmas, there are lots of sales going on online. People will still use google browser a lot, we need to keep our gaming getting attention. The cost for our project this month is google advertisement and co-op salaries.

Co-op students cost = $\$15/\text{hr} \times 10\text{hr}/\text{week} \times 52 \text{ weeks} \times 4 \text{ students} = \31200

Youtuber cost = $\$1200 \times 4 \text{ months}(\text{Jan, Feb, June, July}) = \4800

Google advertisement cost = $\$1000 \times 5 \text{ months}(\text{Mar, Jun, Jul, Nov, Dec}) = \5000

Twitch stream cost = $\$1000 \times 2 \text{ months}(\text{Jun, Jul}) = \2000

App store cost = $\$99(\text{annual})$

Google Play store cost = $\$25(\text{one time})$

Whiteboard cost = $\$25$

Total = $\$31200 + \$4800 + \$5000 + \$2000 + \$99 + \$25 + \$25 = \43149

