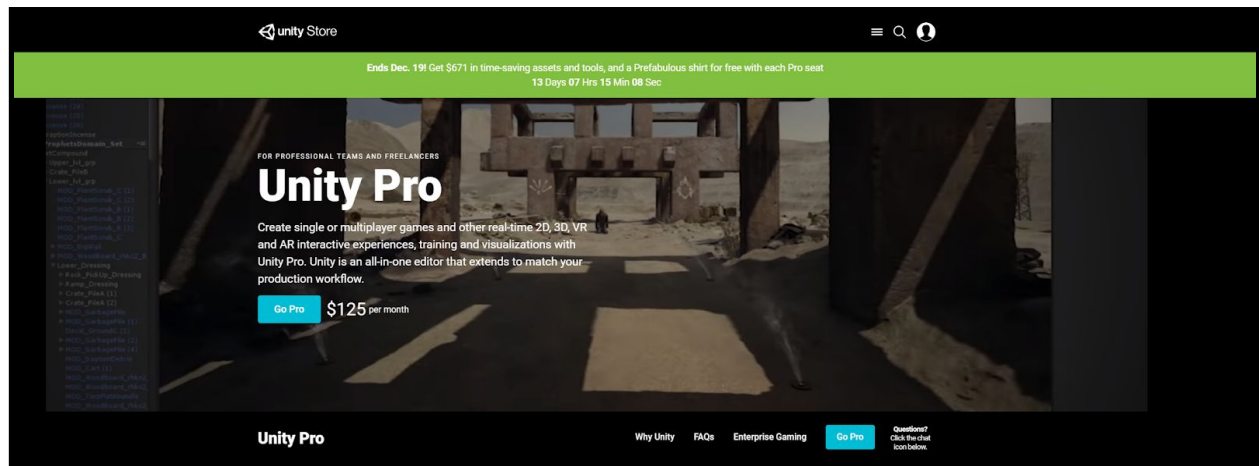EECS 448

Code Chefs

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Deployment Plan

Note on Unity:

Depending on the success of our product we might have to buy a pro license from Unity. The benchmark is if our app were to make over $100,000 a year in gross sales. Purchasing a Unity Pro license is $125 a month.

Google Playstore Market:

Our first path to take the app to production would probably be in the playstore. It seems to have an easier access than the app store for iOS. Google Play Console is a platform that allows developers to easily upload and manage the financial side of their software on the market. Also helps push updates to the market.
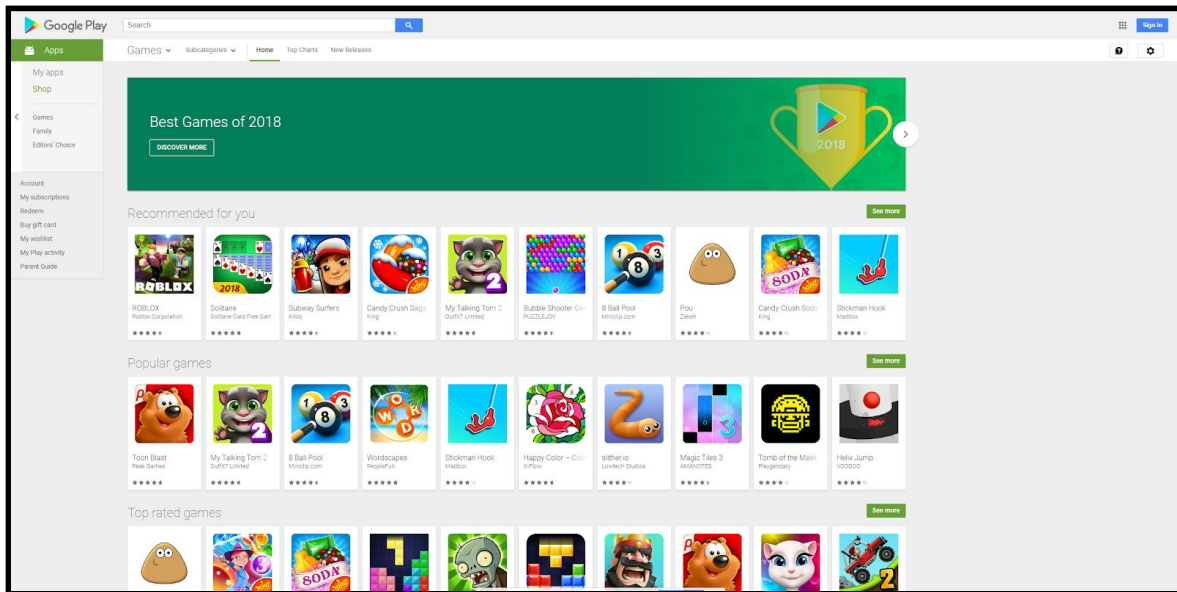
To get started with the Google Play store we would need to pay an upfront cost for development of $25.00 but that is a one time charge. Compared to the apple store that is a significantly cheaper price to get started for a small business like ours.

The percentage that the Google Play store will take from our sales is 30% for operating and handling fees. So we would then take 70% of the sales.

Transaction fees

For apps and in-app products offered through Google Play, the transaction fee is equivalent to 30% of the price. You receive 70% of the payment. The remaining 30% goes to the distribution partner and operating fees.

The above picture is taken from the Google Play store QA section.

The Apple Store: App store

We also created a version of our app to push to the ios store. In order to get a developer license for apple products it is significantly more expensive for us college students. For ios it is $99/annually for a developers license.

Apple gets the same cut as Google takes from the app sales at 30%. They actually set the standard for this. There are certain tokens given by apple in order to build apple compatible apps.

Microsoft App Store:

A Microsoft developer account has an upfront cost of $19 for individuals and $99 for a company. With the account we would have access to the Microsoft Stone, AppSource, and Azure Marketplace (So long as the markets are supported in the country, which the United states are)

Microsoft only takes a 5% cut. However, the the microsoft App Store is not as popular as the Play store or the Apple App Store, nevertheless it is a fairly cheap market to get into so expansion would be easy and even if sales are not great it would still be worth it.

Info was found at: https://developer.microsoft.com/en-us/store/register
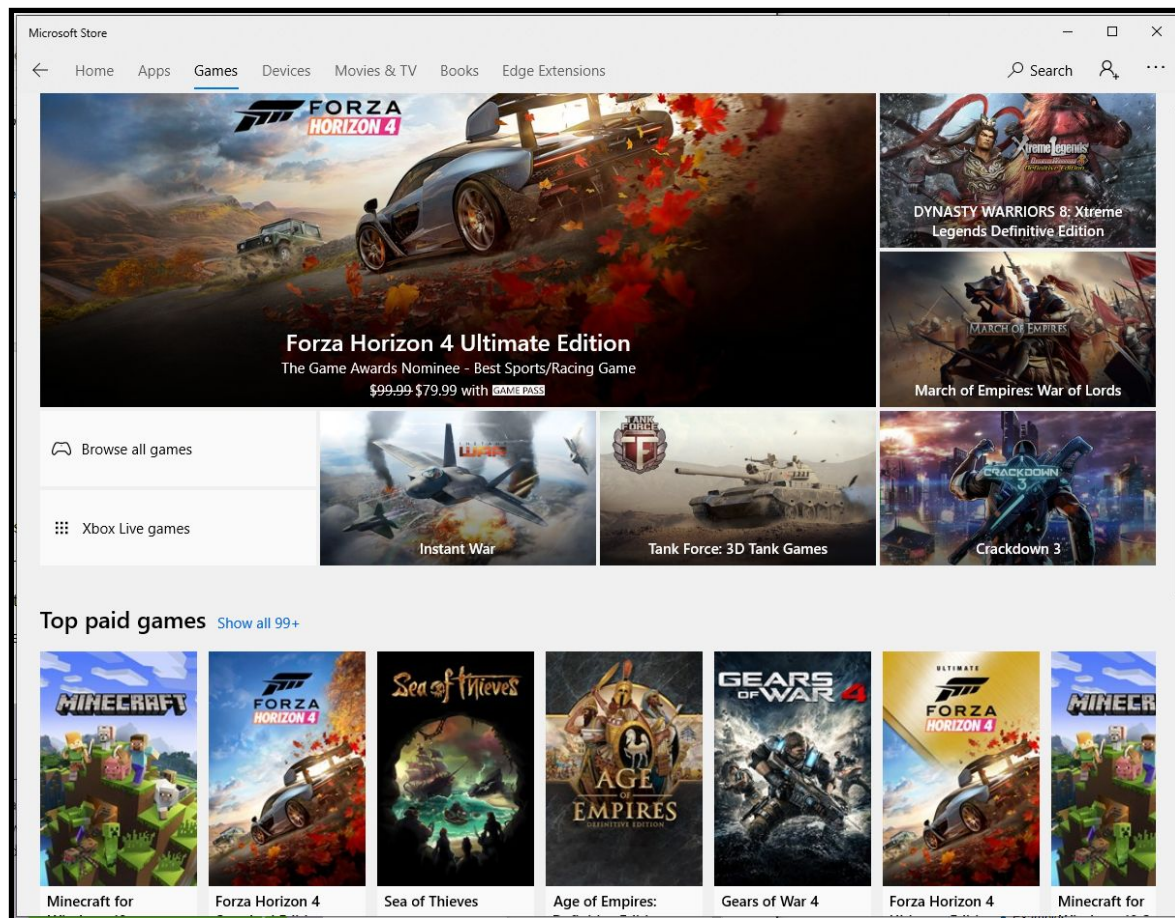
XBox Marketplace:

We also considered pushing our game to the xbox live. In order to do that we would have to add some different control methods. For instance, we would have to map our controls to a physical joystick instead of a touch control defined joystick. The xbox marketplace is more restrictive in the fact that you have to meet certain standards so we would have to make our code extensible to the OS of the Xbox.

Welcome to ID@XBOX

The ID@Xbox program enables qualified game developers of all sizes to unleash their creativity by self-publishing digital games on Xbox One and Windows 10 with Xbox Live, giving studios the tools and support needed to maximize their success.

Apply to the program now >

We could optionally try to get into the ID@XBOX program which would make deployment to the the xbox platform much easier.

Overall:

Platform	Recurring Cost	Initial Cost	Cut (% to us)
Unity	$0 or $125/month	None	N/A
Google Play Store	None	$25.00 / App	70%
Apple App Store	$99 / year	None	70%
Microsoft App store	None	$99 / business account	95%
XBox Marketplace	None	*same as microsoft	95%