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***Project 4 Deployment Plan***

EECS 448

Team FourFour8

Xinyun Yu, Yizhou Wu, An Huynh, Junpeng Cao, Moe Zeid

***Generalization***

Prior to deployment of any sort, we will make our presence known.  We will roll out advertisements on various platforms to expose the game to a wide array of people and garner attention as well as anticipation.  Once the bulk of the creating is out of the way, and a playable product is available, the product should be released for play. We will maintain communication with our users and notify them of updates as they are iteratively released.  Once we reach a final version, we will remain available to users for simple support and potential bug fixes. Advertising will be ramped down and we hope to maintain our user base for as long as possible.

***Pre-Deployment Prep***

What good is a game that no one knows about? No good. What good is a game that no one cares about? No good.  If no one knows about it, then it is safe to assume that no one cares about it either. Having users that care about the product is integral to not only spreading the word, but also to creating a better product since feedback would be more meaningful.  Ok so we want our users to care. This starts with simply getting the game in front of eyes. We will use multiple methods of exposing the game to the public and they include:

* Team members using their own social media as a mechanism of exposure.  Team members should create posts that inform their family/friends of the upcoming game and provide information on how they will be able to own and play it.  This is the first wave of users and likely the most loyal and willing to stick with and work with the game. This first group is an important foundation of our user-base and is one that should not be simply brushed over.  The best part about this method is that there is no direct cost associated with it besides the time spent by team members.
* Buying advertisements on social media platforms such as Twitter or Instagram.  Although these platforms have enormous user bases, we should not expect to explode in popularity simply from buying ad-space on massive news feeds.  Since users on these platforms have a tendency to scroll past content absentmindedly and disregard it, it takes multiple exposures to even get an interaction.  Depending on this strategy is not feasible, but using it in moderation it useful. We will use Twitter for this campaign and use a daily ad budget of $10 for one month making the total cost $300.
* Real world posters or flyers.  This is a relatively simply and potentially effective method.  A colorful flier that grabs attention and conveys the message concisely is an effective tool to keep ourselves familiar to our potential user base.  300 flyers from Kinko’s would cost a little over $200.

***Ideas for Deployment***

* One way to deploy this product is through a website.  This website would contain, most importantly, a downloadable version of the game, as well as information about the game, its developers, and product support.  GoDaddy.com would charge a rate of $2.99/year for the domain name “KUJourney.com”.
* A website is probably the best first option because the expenses are relatively low, and if the site, and therefore the game, grow in popularity, we can cover our domain costs and maybe other costs by hosting advertisements on our domain.  This is just a thought and more of a bonus of having a website.
* Another way we could go about distribution is by making physical hard-copies of the game, and using the website as a webstore.  This webstore would not only house an ordering system, but also information concerning the software and potential updates.
* Trying to distribute the game to a platform such as Xbox is an option.  Xbox Live has an arcade section where numerous lightweight arcade games reside.  Many of these games are free and others are available at a relatively low cost. This seems like a strange place to put our game, so we will not investigate it further.
* Since this game is developed in Unity, we have a multitude of platforms to build to, one of which being Android.  Getting a game to the Android market, also known as Google Play, is much easier than trying to enter the Apple app store.  The entire process of getting our game to the Google Play market would be free besides the $25 Developer License fee that Google charges. This is a good option.

***Plan***

Keeping all of the things mentioned above in mind, we have decided to go with releasing the app on a website and also building it as an Android game and releasing it on Google Play.  These seem like the most viable and cost effective options for deploying this software. The money that would go into this would go into purchasing the domain for a website, which would cost $2.99/year, a license fee for Google Play, which would cost $25, and finally all the miscellaneous costs.  See the table below:

|  |  |
| --- | --- |
| **Item** | **Cost ($)** |
| GoDaddy Domain Subscription | 2.99 |
| Google Developer License | 25 |
|  |  |
| **total** | 27.99 |

The total cost is pretty low, but the quantity does not reflect the value of time put in by the developers in preparing this game and actually deploying it.  The costs could be higher if we decided to go with the flyers or Twitter advertising, but we decided to refrain from that and stick to the first bullet in the methods of exposure listed above.