

TELLOBLE - DEPLOYMENT PLAN

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AGES: 14 AND ABOVE**

**POTENTIAL SHIPPING DATE: DEC 25TH, 2021
(Let your Christmas be even more exciting with **Telloble**)**

Deployment plan

We as **Team 18** have put our efforts to come up with a game that has incorporated the features of famous board games like **snakes and ladders, LUDO, and anagram**. The game has been named Telloble for the moment, however, we might change it to something more attention-grabbing which would be useful for the promotion process of the game. We have developed the game using the languages **HTML5, CSS** and all the back-end work has been completed in **Javascript**. Whenever it comes to game deployment, we have the option of hosting it online in the open markets or in close markets such as the **Google play store** or **IOS app store**. One of the advantages of having used **HTML5** is owning the freedom to deploy or spread the game for multiple devices at once which has basic browser support.

Considering that we are new in the industry (**The Rock & Roll - start-up**), it would be wise to go forward with an option that would be the cheapest for us all until we got to a stable point. Initially, we are planning to host it as a website. In this case, hosting companies like **Green geeks** or **Blue host** can be used. They both have monthly subscription options. Going with one of these options should cost us around **80\$**. For the better sake, we will be assuming that it would cost us **100\$**. Bluehost gives free domains for their users so we can choose our own domain name to make it more stand out and reachable for our customers. However, the cost of maintenance plan would be higher in the long term which will be discussed later in the other document.

In future, if we do hit a good mark and receive positive feedbacks on our game, we can host an desktop application for this game through popular gaming platform Steam. We could get in via the [Steam direct](#) program. Releasing a desktop application for this game would cost **1000\$ on Steam**. Creating a desktop application for our game should not cost us anything as we can do it easily. It's more of investing some time (learning and using [Electron](#)

which is a **framework** for building native applications) afterwards when we hit the popularity mark with our product. Another smart step that we have thought about is using **monetization**. Although, this is a hard step since the game has to stand out to our customers that return every time to play it. There are sites like **LeadBolt** which help with monetization and later split the **revenue** respectfully. This would be a good step as to earn some money and also prepare us if we do plan to distribute a desktop application on Steam later on.

Lastly, we have to spend time in planning the promotion for our product otherwise people won't know about it. Our target customers range from teens to adults. We have planned to go with resources such as **Youtube, Reddit and flyers**. We can contact Youtubers and ask them to promote our product. There are lot of Youtubers who do **free promotions**. Reddit is a popular site as it's one of the biggest platforms accessed by people on daily basis. We can have a website which will hold all the information for the game, screenshots and small gameplay. **HTML5gamedevs** is another popular place for advertising for our game which is free for all. Lastly, distributing flyers will be a good option for rolling out the news for the game's release. The cost for making should be around **40-50\$** depending on the number of flyers. **Vistaprint** has some cheap options on their website.

Hopefully, with a small budget of around 250\$-300\$ will be sufficient for us to to do the initial launch of our product.

Citations :

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