Deployment plan

1. Deployment Summary

|  |  |
| --- | --- |
| Deployment Date | December 6, 2017 |
| Project Name | Liquid |
| Estimated Deployment Time | April 2018 |

1. Deployment Risks

|  |  |  |  |
| --- | --- | --- | --- |
| **Description** | **Probability**  **High|Med|Low** | **Impact**  **High|Med|Low** | **Mitigation** |
| The game is on unity, and it has system requirements | Med | High | Desktop:  OS: Windows XP SP2+, Mac OS X 10.9+, Ubuntu 12.04+, SteamOS+.  Graphics card: DX9 (shader model 3.0) or DX11 with feature level 9.3 capabilities. |

1. Deployment Schedule / Person Responsible

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Begin Date | End Date | Person Responsible |
| Investigate the market | December 20, 2017 | January 14, 2018 | Lu |
| Evaluate the PC Game | January 15, 2018 | January 25, 2018 | Chong |
| Take quality photos and videos of the PC game | January 19, 2018 | January 30, 2018 | Johnathan |

1. Deployment Requirements

For development, Unity system requirements:

**OS**: Windows 7 SP1+, 8, 10, 64-bit versions only; Mac OS X 10.9+.

Windows XP & Vista are not supported; and server versions of Windows & OS X are not tested.

**CPU**: SSE2 instruction set support.

**GPU**: Graphics card with DX9 (shader model 3.0) or DX11 with feature level 9.3 capabilities.

1. Cost
   1. app store costs

Budget: $99/year Apple App Store before tax

$25 Google Play one-time fee before tax

Free for Android

Nowadays, mobile apps are one of the most popular smartphone features, and it is easy for people to carry it. According to *Average prices for apps in the Apple App Store as of July 2017 (in U.S. dollars)*, the average price of an iOS gaming app was 49 cents as of July 2017, and the average price of apps and games was 1.02 U.S. dollar. As of 2017, gaming apps were the most popular iOS app category with more than 23 percent of all available apps being gaming apps. In May 2016, the number of apps submitted to the Apple App Store declined for the first time before increasing again in the following year.

Based on the research of TechRepulic, as for Android apps, developer fees can range from free up to matching the Apple App Store fee of $99/year. Google Play has a one-time fee of $25.

App store fees are more important when you are starting out or if you have lower sales. As you sell more apps, the store fees become much less of an issue. The app store's take is usually based on a percentage, so the more you sell, the more they get too.

* 1. costs to get your game on XBoxLive

According to Independent Developer Program for Xbox One, there are no fees to apply to ID@Xbox, to submit a game to certification, publish, or update your games. There is a very modest one-time cost associated with development for the Universal Windows Platform.

* 1. costs to print disks for distribution

According to DISC makers, Blu-Ray full-color on-disc printing from Disc Makers with Jewel Case packing for the amount of 500 will cost $1997.17 after tax plus shipping fee.

* 1. costs to attend conventions and conference and set up booths

$500

* 1. YouTube Advertising Cost

Budget: $500 before tax

According to Jason Alleger, YouTube advertisers pay per view of their ad, with an average cost-per-view ranging between $.10 – $.30. The views also count toward your overall YouTube views. Advertisers can target viewers by age, gender, location or by what types of videos they like to watch on YouTube. Generally, advertisers pay incrementally more for focused target audiences. For most ad units, potential customers actually CHOOSE to watch your advertisement. Also, the overall boost in views gives more credibility to your company and gives it a better chance of showing up organically in YouTube or other search engines.

We plan that the ad campaign had a $0.10 video view, we would pay $500 for target around 5000 people that watch the video ad.

6 Cost Summary

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| --- | --- |
| Google Play one-time | $25 |
| Android | $0 |
| Apple App Store | $99/year |
| Public game on XBoxLive | $0 |
| print disks for distribution | $1997.17 |
| attend conventions and conference and set up booths | $500 |
| YouTube Advertising | $500 |
| Total | $12922.17 |

Reference Page

How to Sell PC Games

<http://www.ebay.com/gds/How-to-Sell-PC-Games-/10000000178525194/g.html>

Unity system requirements 2017.2

<https://unity3d.com/unity/system-requirements>

Average prices for apps in the Apple App Store as of July 2017 (in U.S. dollars)

<https://www.statista.com/statistics/267346/average-apple-app-store-price-app/>

App store fees, percentages, and payouts: What developers need to know

<https://www.techrepublic.com/blog/software-engineer/app-store-fees-percentages-and-payouts-what-developers-need-to-know/>

How Much Do Ads on YouTube Cost?

<http://www.pennapowers.com/how-much-do-ads-on-youtube-cost/>

General FAQs

<https://www.xbox.com/en-US/developers/id>

Make CDs

https://members.cdbaby.com/make-discs.aspx