Team Zero

Deployment Plan

Our product is an in browser 3D maze traversal game. The ideal way for us to deploy it would be to host our own website in which users and customers will go to in order to play our game. Along with running a website we will also need to have a server to host the website for us. Websites and servers have a different range of prices depending on purposes and protections. This means we will also need money to help deploy it. At first we will need to use our own funds for a while to get started and then later start doing advertisements and other means of making money in order to keep things running for longer and also be able to actually make money off of our work.

The first cost of a website is getting the domain name for our site that our product will run on. According to whoishostingthis.com, domains can cost anywhere between $10 a year to millions of dollars a year. Obviously with such a large range of pricing, there would have to be different variables that factor into the cost a website. One of those things is based on the age of the domain we are wanting. If we manage to come up with a brand new domain name that nobody has used before or has basically no recognition, it'll only cost $10-$70 a year depending on our registrar and the TLD. Registrars are companies that manage all the domain names that are online, such as GoDaddy or Tucows (the registrar for Squarespace). TLD, or top-level domain, is the part of the website url that comes after the period in the url, like .com, .net, .org, etc. According to tld-list.com, some of the cheapest TLDs are .com, .xyz, .top, .info, so the best TLD that we would go with is .com for cost and also recognizability. Even if the cost of the

domain name is relatively cheap at first, over time, after it becomes more recognizable and has a significant value behind it, the cost of running each year will grow, but this is mostly based on who your registrar is that you are paying for your domain.

Now, another part of running this on a website is that we will want to also have a server to host our website on. There are mainly 3 different type of servers that we could potentially run it on. The first type is a shared server. Shared servers are relatively cheap, costing about $4 a month which will come up to about $48 a year. While these types are the cheapest, there are quite a few drawbacks with using a shared server. One of those being in name, it's shared, which means that there would be many other websites that are using the same server as us which could cause slowdown or other issues for our users. We would also have a very limited amount of space if we were to use a shared server. The next type of server is called a VPS, virtual private server. With a VPS, we would have more control over the server space that we have, but we would still be sharing it with a few other websites. VPS's cost at least $30 a month which would add up to $360 for a year of hosting on a VPS. A VPS would also come with more space on the server for us to use. The last type of server of a dedicated server. This would be a server that we ourselves purchase and have and would have total control over it. This would be ideal to have once we start having a lot more users thus created more traffic to our website so that we could allow for all these extra users to be able to use our product with little delay. There are really only 2 main problems. The first is that we would have to either operate it ourselves, or pay someone else to do so. The second is how much the thing costs as a dedicated server will cost at least $100 a month adding up to $1200 for a whole year. Since we would only be starting out and thus have a very limited amount of funds, we would more

than likely not have a dedicated server at first, but would purchase one down the line once we have made a profit off of our product. We most likely wouldn't have all that much traffic anyway once we begin. Since we would still like to have some amount of control over our server space and would not like to have a bunch of other websites running off the same server as us, we would most likely start out with a VPS as its pricing can still be relatively low if we find some that are cheap. However, that brings up the next point which is that while some servers might be cheaper than others, the better quality servers would more than likely also cost a lot more. This means while the cheapest might be $30 a months, we could potentially be paying $40 or $50 but that would also mean the server might be better for us. Once we have made a pretty good profit off of our product, we would then eventually move onto a dedicated server.

Now, to get word out about our product we will need to do some sort of advertising. Since our product in online on a website, it would make sense for us to do some online advertising. Online advertisements really differ depending on who it is we are getting to advertise. Obviously, if we are going straight to a specific source they will have their own costs probably based on ad space or how much time they would spend on maybe an ad video. According to fitsmallbusiness.com, you can pay Facebook $5 for ads but only for about 5 to 30 clicks, which when on a tight budget won't really bring in that many people at first. Fitsmallbusiness.com also says that normal banner ads will cost you about $.65. The factors that go into this are obviously who it is you are getting to advertise for you and what it is your product is that they are advertising. There is also the size of the audience that you currently have, which in our case is 0 as well as the quality of the ad since of course companies wouldn't want to do an advertisement that looks bad. You could also pay companies based off of just

impressions instead of clicks of your ad and in most cases be more cost efficient. Since our product would fall until the category of entertainment, if we were to advertise on Facebook we would be paying either $.16 per click of the ad or $3.90 for 1000 impressions. According to wahm, we could also use Google AdWords to advertise our product. Using it, advertisers are able to basically budget how much goes into it on their own. The advertiser is able to pay anywhere between a few cents to $5 per click of their ad, however, the amount you pay will affect where your ad gets placed and how often it might show up for others. You can also pay between $10 and $100 for 1000 impressions depending on the traffic of the website. So, with how much you are able to budget how much goes into it, starting out we would most likely go with Google AdWords to advertise and then eventually spread out to other sources to help advertise our product.

Altogether we are looking at a cost of about $400-$450 to run the website for a year with a VPS server. As for advertising we would probably make a budget using Google AdWords by paying about $100 in advertising for each month. Adding it up, we would be paying about $1600 for deployment for the first year. To help counteract the costs we would have to find other means to make money. We could potentially do advertising for other companies on our own website for a fee. We could also run a Kickstarter before setting everything up for our website to run our game off which would mean we could have the funds for our website beforehand so we wouldn't have to invest as much ourselves at first. Another idea to make up the money spent deploying it would be making it so users would have to pay to use our product. We could have a user system running on our website and every user who purchases

the right to play our game could and it would help keep us running after deployment as well as bring us a profit on our game.

Now, let's say we wanted to come up with some other way for customers to use our product instead of just playing it on our site. What if we wanted to make it a runnable application that users could again just pay for from our website and then download themselves to run on their own computer? Well, since we wrote our game using mostly Javascript, it would be pretty easy to transfer most of it into Java to make this application. We would then come down to 2 options when it comes to our leaderboard. Either we got rid of it entirely for the downloadable application or we make the application have to connect to the internet to get it connected to our server. It's not guaranteed that this is what we would do, but it's still something to think about.

Sources

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