Coding Coders Who Code Things

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EECS 448 Project 4 Maintenance Plan

Domain Prices

One of the main maintenance costs would be a domain for a website for our game. For this example, I am going to compare the costs of the domain codingcoderswhocodethings on several sites. On domain.com the website would cost 10 dollars per year for a .com address (e codingcoderswhocodethings.com) or 12 dollars for a .net address with a possible purchase of 9 dollars per year for privacy of your information used to purchase the domain. This gives us a range of 10 to 21 dollars for a year of our domain. On a different site, SquareSpace.com, the .com and .net addresses both cost 20 dollars with privacy included in that price. The last site, godaddy.com, offered the first year for only 99 cents with a renewal price of 18 dollars each following year, but for this I am going to use the renewal rate as a base measure as there may be hidden fees behind the first year's pricing.

Total cost of a domain for 1 year: **18 dollars**

Website Creation prices

In creating a website to promote and give information about our game, there is a wide array of services that may be used to create a professional-looking website. Most of the most popular web development tools fall into the $15 to $30 price range, featuring goDaddy.com at a lower 10 dollars per month after a free 1 month trial (leaving a 110 dollar cost for the first year),

and Squarespace.com costing 12 dollars per month for a personal account and 18 dollars per month for a business account (leaving a total of 216 dollars per year for the business plan). These costs could however be mitigated by taking a more involved piece of the creation process by creating the site ourselves, or by finding cheaper software, such as Wordpress.com with a monthly fee of $8 for their services (leaving a yearly 96 dollar charge).

Total cost of web development software for 1 year: **96 dollars**

Hiring Developers

Hiring developers for our game is distinctly the most expensive part of our yearly costs as it is what propels our game forward with new features and content for potential players to enjoy, keeping them coming back to our product. According to glassdoor.com the average salary for a game developer is 56 thousand dollars a year with companies like Rockstar Games pricing at 63,052 dollars per year. This means that even a small studio of four people would cost 224 thousand dollars per year just on the base salaries of their developers. Additional sources cite this average as 60 thousand dollars per year by payScale and a range of 62.5 to 154 thousand dollars per year from ZipRecruiter.

Total cost of hiring and maintaining developers for 1 year: **56 thousand dollars per person ($224k)**

Platform Costs: Apple's App Store

Most platforms require some form of payment to submit your application to their gaming platform, but Xbox live and the Google play store only requires a one-time payment of $99 or $25 dollars respectively. Apple on the other hand requires a cost of $99 per year to use their app store to sell your application.

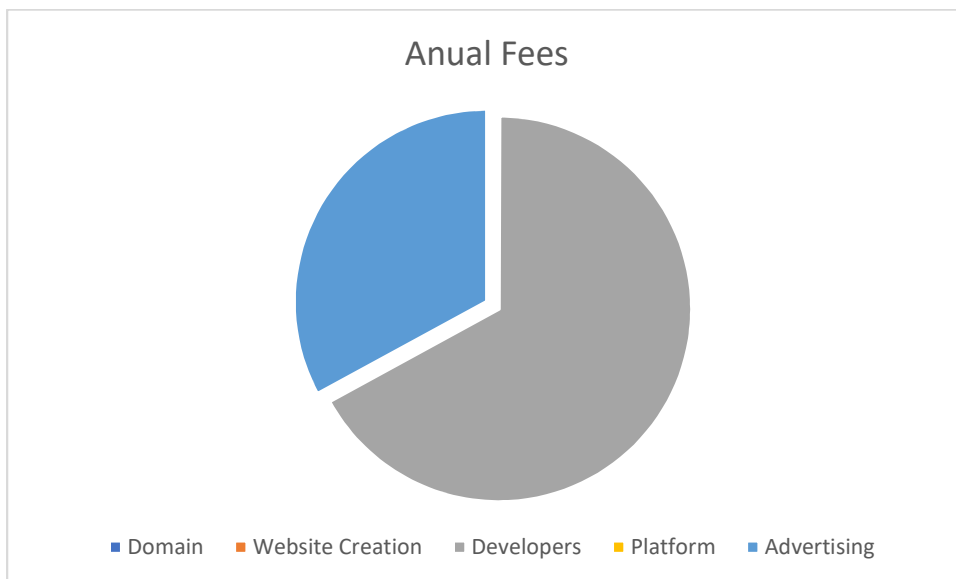Total cost of hiring and maintaining developers for 1 year: **99 dollars**

Advertising Costs:

If we wanted to advertise our product, we would have to dedicate a significant portion of funds to create an advertising campaign. Advertising can have varying costs depending on what style is being offered and with which provider. One of the most common advertisers, Google, has a multitude of different advertising styles to choose from with the most prominent one being the Cost per Click (CPC) pricing in online advertising campaigns. This pricing is where advertisers only pay when somebody clicks on the ad and is most often used when the user wants to maximize traffic to their website, in hopes of customer interaction. Additionally, there is also Cost per thousand impressions (CPM) pricing where the user pays for ad viewings (per thousand views) and is most often used to just spread prominence of the company by having the ad be seen as much as possible. Lastly there is Cost per acquisition (CPA) pricing where the user pays when the ad leads to a conversion, most often being a sale or transaction. For this case, we are going to use CPC pricing as we would want to generate the most viewers to our cite. According to an article by wordstream.com, the CPC of an advertisement in the technology field is $1.78. This cost can be used to greater lengths depending on how effective the ad given is, what time of day the ad is shown, who is clicking the ad, and a multitude of other factors meaning that each click

could be much more or much less effective depending on the depth of the strategy behind it. The same article also claims that most small businesses using these google ads spend approximately 9 through 10 thousand dollars per month on advertisement alone. This comes out to somewhere between 100 and 120 thousand dollars per year.

Total cost of using google advertisements for 1 year: **100-120 thousand dollars**

Service	Domain	Website Creation	Developers	Platform	Advertising	**Total**
Yearly Cost	$19	$96	$224,000	$99	$110,000	**$334214**

Anual Fees

Domain ■ Website Creation ■ Developers ■ Platform ■ Advertising

Overall: The main fees come from hiring developers (~67%) and advertising (~33%) with everything else only being a minimal addition in comparison.

Works Cited

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