EECS 448: Deployment Plan
Team 7
Due: 4/25/2021

   For our Deployment Strategy, Team 7 has decided to use Steam Direct's Steamworks Distribution Program provided by VALVe Corporation. According to the Steamworks webpage, a basic overview of the publishing process begins with filling out and signing digital paperwork pertaining to the team's company identification, payment information, and tax information. Then, the team would pay the app deposit fee of $100 USD. Next, the team would complete the remaining banking, financing, and identification paperwork and proceed to build the store page, upload the finished build, alter any other pertinent store page features, and enter the price of the game. The next step involves the administrators at Steam reviewing your product, meaning that they will play-test the game as well as look at both the game and the store page's content to ensure that nothing violates their Terms of Service. It is during this review phase that the team will construct a publicity page for Steamworks. The review process takes thirty days, after which the team is free to release the game.

   The team will make an effort to market this game for the general game enthusiast, however the target demographic is people who played Super Metroid which was published by Nintendo in 1994. Marketing would include gameplay and other visuals that would evoke nostalgia for Super Metroid, as the game itself is aesthetically and functionally similar to Super Metroid. Marketing for the game will include mentions and demonstrations of backtracking through levels to search for secrets and 2D platforming and combat. Due to the relatively simple control scheme of the game, cross-platforming could be a very viable method once the game is released on Steam. Based on the game's reception, the team is open to the idea of mobile phone and Nintendo Switch cross-platforming, as these are formats with a large base of casual players. The team plans to sell the game for $10 upon initial release.

   The cost for deploying this game via the Steamworks Distribution Program will be $100 USD. This cost will be recouped from the initial $1,000 USD in sales, after which Steam will begin taking a 30% cut of all sales for the first $10 million in sales. As Steam currently has approximately 120 million monthly active users and due to the ease of publishing the game via Steamworks Distribution Program, the team has elected to work and publish exclusively with Steam until such time as other publishing options become more financially viable. Due to utilizing Steam for publication of the game, the game will be distributed exclusively digitally. As the Steamworks Distribution Program calls for users to create publicity pages in order to drum up interest in their games, the team has elected to use this publicity page as the initial and main method of building interest in the game. Gaming and other tech conferences would be considered, however due to the exorbitant prices for space in major gaming conventions, a large amount of excitement would need to be reached in order for the team to consider endeavoring to secure a booth in one of these conventions.