

Hunter crisp

Scott diffin

Austin juhl

Narinder singh

Deployment Plan

MacroPrep Co.

When considering deploying our product on to the market we had to consider the process of pushing a website live on to a public server is the cost of hosting a website on a monthly basis. Websites involve an external server that another company has control over the local server. This company is also responsible for enabling our users and keeping track of the access of the website. The very first thing that we had to considered very much was where and what company we would use to host our webpage on. We had to consider the primary monthly cost and the features of unlimited monthly data transfer and the dedicated server space for our website and the database for the backend. Due to the need of frequent user interaction involving the storage of user data we considered our decision on the fact that we could get unlimited data transfers when hosting our product. After all, that we also had to consider the fact that we will have additional costs when exploring for and purchasing a domain name.

After considering many companies to host our webpage we narrowed down our list to best service provider we could get for our price. Below is the list of companies that we considered and have found to be worthy. From the data we concluded that Amazon and HostGator were the two most considerable for our product to be launched onto their hosting services for the reasons of 2 months free from Amazon and unlimited data transfer for the lowest

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Company: | InMotion | HostGator | DreamHost | Hostwinds | Bluehost |
| Price: | $3.49 | $3.33 | $4.95 | $4.50 | $3.49 |
| Unlimited Monthly Data Transfer | No | No | Yes | Yes | No |
| Dedicated Hosting | Yes | Yes | Yes | Yes | Yes |

price.

|  |  |
| --- | --- |
| **Domain Host Name and Database** | **Price** |
| Google | $12 per year |
| GoDaddy | $3 for first year, $15 per year after |
| Amazon | Upfront cost $89, 8.03 per month |
| 1&1 | $1 for first year, $15 per year after |

When we start look at the data closely we start to see changes in terms and prices according to their services. This will be a key component to the site we have to look at various online and in person advertising. This is going to be the key component to the site for promotion since our site is created with a goal of accumulating a lot of users. Below are the costs of trying to get our product out into the market and then displaying it to the customers to, show them the effects of using our product and how easy it is to use in everyday life. We also considered the fact that we should have doubleclick ads on our site to generate revenue which is very important for us to expand our product and have it free of charge for our customers. To do that we would be using AdSense provided by google which will provide us with the statistical data on the traffic of our site and help us track which regions are using the site the most.

|  |  |
| --- | --- |
| **Convention/Conference Name** | **Price** |
| Athletic Business Show Convention | Exhibit Booth: $2,650 for a 10’x10’ booth space for 2 days |
| SCW Conference | Exhibit Booth: $699-$1,599 depending on hosting city |
| Developer Week Conference | $350 a person |
| Dreamforce Conference | $1799 a person |
| Web Summit Conference | $3200 a person |
| Compute Midwest | $470 a person |

* Athletic Business Show Convention exhibitor fees: $2,650 for a 10’ x 10’ booth space for 2 days
  + <http://www.athleticbusinessconference.com/for-exhibitors/schedule-fees>
* SCW Conference exhibit costs: Ranging from $699-$1,599 depending on the city
  + <https://scwfit.com/exhibit/>
* Developer Week Conference and Festival: $350 a person <http://www.developerweek.com/conference/pass-types/>
* Dreamforce Conference: $1799 a person  
  <https://www.salesforce.com/dreamforce/DF16/>
* Web Summit Conference: $3200 a person  
  <https://websummit.net/tickets>
* Compute Midwest: $470 a person  
  <http://www.computemidwest.com/#tickets>

After considering all the cost of hosting services, domain name, and cost of adverting it makes it clear that a lot of options can be removed from the table above. We can see the highly beneficial when hosting a webpage for fitness and how competitive it is when you have to host a webpage onto a server and have it issue free from hosting services. It appeared that amazon and godaddy were the two main domain providers that meet our requirements of hosting our MacroPrep site. Both the providers gave us a reasonable option for hosting our site for less money and giving us the option of unlimited data transfers.

Besides hosting our website onto a server we also wanted to make our product come onto the app store both Apple and Android markets. When we considered make our site on the apple store it would cost us a lot of money into converting our site to IOS then it would for an android. The cost of hosing our iOS app would be $99 a year or an account to publish, and create a distribution provisioning profile for the app. We would also have to decide on a app logo and icon. Building the app would be the most cost and we would be using bug test project on IOS device through Xcode and deploy the for IOS devices built for IOS distribution.

When considering for a Google play store it would only cost us about $25 onetime charge. We would be make our app using the program APK program and use the sign app with digital certificate and decide on closed or open beta testing. In closed beta the user can log using an email address and in the closed beta URL will be used for friends, family, and social media. Determining how long we need to test the app will depend on the users reviews and feedback to the designated app. Complete google content questionnaire to rate app and determine which android programs to enlist app in and determine the price of the app.

Then deciding on a app logo will be the last challenge we face when deploying the product on the market. Below is a list of apps and website which help you deciding and working with you to design the logo.

* DesignMantic creates and customizes logos from templates for $34 each
* ZillionDesigns has a Custom Design option to start a contest and pay the most favored design, ranging anywhere from $100-$250
* Icon Slayer is a program that can help build and customize the app icon of any size for both Android and Apple devices
  + Free online generator, or $15 for more options
* ZillionDesign contest for logo:   
  <http://www.zilliondesigns.com/contests>
* DesignMantic logo templates:  
  <https://www.designmantic.com/>
* Icon Slayer:   
  <http://www.gieson.com/Library/projects/utilities/icon_slayer/>

In conclusion, these decisions regarding web hosting, domain name, APP, online and in person advertisement all make add up to costs. After much consideration we decided with amazon to host our website and provide us with a stable platform to use. Advertisement will be our biggest cost but what we loss on there we will make up by using our website ad’s to generate revenue to cover the costs. Overall getting our product to the consumer will be the biggest expense of the deployment plan.

Works Cited

* <http://www.techrepublic.com/blog/software-engineer/app-store-fees-percentages-and-payouts-what-developers-need-to-know/>
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* <http://smallbusiness.chron.com/much-advertising-revenue-can-mobile-app-generate-76855.html>
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