EECS 448

Team 16

Deployment Plan

As we begin our project 4, we had a plan to add new features with a skeleton model to complete. To deploy this plan, there are a sequence of step that must be taken. For instance, we need to implement the new functions, create a user-friendly and eye appealing interface, and to test the game for any bugs. When it came to delegating tasks, we split our team into front-end programmers and back-end programmers. The front-end handles the aesthetics while the back-end focuses on a cohesive flow and frictionless functionality to the game.

The original idea and plan for this game was to target the younger generations (ages 4-15), but it has expanded to generally appeal to anyone interested in playing the game. All in all, the game doesn’t have any age restriction. This game will provide a different kind of experience for the users because of its challenge and intensity. As this game was developed by a small team, we created basic features to allow for numerous possibilities for the future. This includes different versions of the game that could be constructed. To expand upon the features of the game, a great source would be to use user feedback or narrow down the target audience and modify features to provide a better experience for the specified audience. Either one of these paths could lead to a phenomenal game especially if there is a larger team and enough user interest.

The cost to deploy this game will vary depending on what path we intended to follow. It can easily add up especially if you want to reach across various platforms and devices. If we choose to hold a spot in an online store, there may be an annual fee while other platforms may just have a one-time fee. If we wanted to push our brand further, other fees will start to add up as well. Currently, our game is formatted on a website, however if we turned it into an app and were being held under a company’s name a lot of fees would be stacked. The funds would be directed into handing out flyers, banners, and other promotional items to spark interest. There may also be funds required to support additional employees for promotional and managerial purposes.

Our intended purpose and goal of this website is accessibility. However, I will discuss other intentions about the website. Given that our game would reside in Apple’s app store, they would charge us an annual fee of $99. On the other hand, through Google Play Store, they charge a one-time developer fee of $20 to publish the game. Choosing to purchase our own domain would have a starting cost of $2.99 per year according to GoDaddy. Extra costs can be added if you wanted to include a .app extension instead of a .com extension. As far as tabling, we would be considered a start-up company. Thus, there are many items that are necessary to ensure a successful outcome. Purchasing a banner from Build A Sign ranges from $15-50 and purchasing more than 100 shirts from River Rat Print and Skate ranges from $1,000-1,500. I would estimate another $400 for pens, graphics, and flyers. Though there are startup conventions that entertain tens of thousands of people, we will not have the resources to do so. Our advertisement scope would be tabling colleges and K-12 schools mainly in the Lawrence area. The total cost for deployment would be around $200.