**Product:** FroggerReloaded

**Dev. Team:** The Monday Lab Python Group

**Team Members:**

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Deployment Protocol

The first step to opening our product up for sale is by establishing a product-to-customer pathway. There will be a website for our game called “www.FroggerReloaded.com”. This webpage will allow customers to create/login to an account that will manage their access to a download link for the game. This download link is only shown to customers who purchased a copy of the game. The website will also feature a frequently asked questions section (FAQ) that lists tips, any known bugs and allows for customer bug reporting. The hosting for this website would be acquired through BlueHost.com. The hosting package that is most fitting for our use would be the 12-month Plus package that allows for unmetered bandwidth and many other features including two-hundred dollars in marking extras which could be used for extra advertising. The cost for the domain name and hosting would run around $89.40 for our full first year. The development of this website would be a homebrew operation mostly being implemented using preexisting packages and styles from resources such as Bootstrap and Stripe API.

The next task at hand will be payment processing. This will be achieved using the previously mentioned Stripe API. To process payments securely we have chosen to use an existing product to achieve high security, low maintenance, ACH and CC transaction processing. The downside to using this resource is the constant cut off the top they will be taking for processing our transaction through their network. The going rate advertised by Stripe.com is 2.9% + $0.30 per successful card transaction; this will be kept in mind when setting a price for the game. Once implemented our payment processing will be the main source of revenue for our company. Although selling advertising space on our webpage may be an additional source of income in the future.

The final step to deploying our product is finding and expanding our customer base. This can be accomplished using the web advertising resource Google Ads. This product claims that you will “only pay for ads that pay off”, which is the main goal in advertising for a small startup. The going rate is not openly disclosed as it must vary greatly depending on the traffic and usage. This may not be the only advertising campaign utilized, especially during the beginning. There may be better resources such as gaming platforms like Steam to help get the name out to the right community. The initial cost for Google Ads is $25 application fee, then following that an appropriate rate will be charge per/view or similarly otherwise. The initial cost to publish a game to the Steam platform is $100. This brings our total deployment cost to less than $250 dollars for initial deployment play recurrent fees during the following months of at least $5.50 for web hosting per month as well as per-transaction based Stripe and Google Ads fees. If the price point is set at a reasonable $4.99 we can clear our overhead debt after roughly 50 sales.

* Create Website to provide source download w/ payment BlueHost.com 12-month $89.40
* Package the game with only necessary files and documentation, create .exe using py2exe v0.9.2.2
* Setup Advertising using Google Ads
* Outline: Product-to-Customer Path, Payment Handling, Advertising,