**Product:** FroggerReloaded

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

**Team Members:** Owen Mellema, Guanyu Li, Gwen Liu, Zach Freund, Zach Davis

Maintenance Plan

Maintenance for our product will vary greatly on what our future plans hold. Since we developed a game, we have a lot of options to consider like what platforms we want it to run, whether we will release additions that will cost extra, or if we want to make really large changes like a remodel in the future.

We need to make sure that our website stays up. If we use BlueHost.com as our hosting service, and continue to purchase it’s 12-month deluxe plan, the cost per year will $90.00. Of course, there is no point in having purchased a website without it working. We should hire at least one web developer. According to payscale.com[[1]](#footnote-1), the median salary of a web developer in the United States is $59,000.000.

The first thing we’d need in order to maintain the game is more developers. Adding developers would be very beneficial. This would allow us to be able to expand the game and make it more available across every platform we can. We would need developers to help with making the game mobile and console ready as well as adding more content to appeal to the players. We could even hire a developer who has a strong web-game background to release a free-to-play version that would accrue revenue off of ads and in-game purchases. According to payscale.com[[2]](#footnote-2) the average salary for software engineers in the Kansas City area is just under $70,000 a year. Ideally we would hire at least 2 extra engineers with a strong background in an area our current teams lacks. Depending on how popular the game becomes would determine if we really needed any extra engineers. If the game takes off we’d need to hire people ASAP in order to further the game and create new content that the players enjoy.

To launch our game on steam it would cost us an upfront fee of $100[[3]](#footnote-3). That’s using Steam Direct which is Steam’s game hosting platform. This would be a great platform for our game but steam would take up to 30% of the game’s earnings as a fee for allowing the game to be sold on their market.[[4]](#footnote-4) With the game on Steam any issues arising with in-game purchases as well as install issues can be addressed by Steam support, this gives us room to focus on tech support through our web-based game.

For our web-based sales we’d have an email dedicated to customer service ranging from questions about the game to tech support. These emails would be handled by the current team of developers rather than hire outside help. Once the game begins growing in popularity and the emails start to become cumbersome we would consider hiring an outside source to manage the tech support side of things.

In summary, the cost for employees will be $140,000.00 for software developers, and $59,000.00 for website development, which is $169,000.00 in total. Various other costs, including hosting services, $190.00. Therefore the total cost for the game will be $169,190.00. If we sell each copy of the game for $5.00, we would need to sell 33,380 copies of the game to break even. (This does not factor in the share of revenue taken by the Steam Store) To reach those numbers, we may want to collaborate with the Steam Store to participate in store-wide sales.

1. <https://www.payscale.com/research/US/Job=Web_Developer/Salary> [↑](#footnote-ref-1)
2. <https://www.payscale.com/research/US/Job=Software_Developer/Salary> [↑](#footnote-ref-2)
3. <https://partner.steamgames.com/steamdirect> [↑](#footnote-ref-3)
4. [Steam Percentage of Sales](https://www.theverge.com/2018/11/30/18120577/valve-steam-game-marketplace-revenue-split-new-rules-competition) [↑](#footnote-ref-4)