Classify Maintenance Plan

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Maintenance Breakdown

Cost	Data	Marketing & Newsletters
Heroku	No Restrictions	Marketing
Domain	Manual Approval System	Newsletter
Employees	Automatic Approval System	
API		

Preview

Our team's mission with Classify is to provide the most reliable and accurate information to our users. This entails having a product that is always accessible and information that is constantly reviewed. To do this, we most seek the best programmers who are familiar with Ruby on Rails and are available to us. We must also secure a database that is safe, reliable, and easy to expand from so that our users always have the best knowledge at their fingertips. Our application's domain name is just as important as the name, so we must attain a domain name that is easily rememberable and recognizable. To expand our product, we will also take advantage of API's. To make sure that the information on Classify is as accurate as possible,

we will go through three stages: no restrictions, manual approval system, and automatic approval system. Finally, we will market our product to increase awareness and traction. **The total cost of operation for the first year is roughly $700.**

Cost

Heroku

Heroku is a cloud based platform that allows us to deploy our web application and provides a database. Heroku offers various pricing options, but we will only use two of them in our first year. As we built and tested Classify, we used the free option. After deploying our product, we will switch to the Hobby option (1).

1. Free

   - "Ideal for experimenting with cloud applications in a limited sandbox"
   - Up to 10,000 database rows
   - Always on: Must sleep 6 hours a day
   - Price: $0

2. Hobby

   - "Perfect for small scale personal objects and hobby apps"
   - Up to 10,000 database rows
   - Always on: Yes
   - Price: $7/dyno per month

As we developed Classify, the free option provided everything that we needed. However, after deploying, it is important that Classify is available 24/7 with limited downtime. For this reason, we will switch to the hobby option after deploying. In total, the hobby option for the first year will cost us $84/year excluding taxes.

Domain

Because Heroku does not offer fully customizable domain names, we must purchase a domain from a domain registrar. GoDaddy is a internet domain registrar and web hosting company. To register the domain **classifymy.school,** it will cost $39.99/year excluding taxes. To make sure that our information stays private, it will cost us an additional $7.99/year excluding taxes. We will also purchase a professional email address, an additional $3.99/month. The total to register our domain and have a professional email address will cost **$95.86 per year excluding taxes**. (2)

Employees

During the first year of Classify, an established source of revenue does not exist. Therefore, any employee that works for Classify will not receive a salary. Therefore, cost of labor will be **free.** However, that will change as Classify becomes profitable. Classify will be experimenting with multiples sources of revenue. Here are the current employees of Classify.

- Ashley Hutton - Programmer/Business
- Hannah Johnson - Programmer/Designer
- Rabel Marte - Programmer/Business

API

As of right now, the only API that we are using is Google Static Maps API. Google Static Maps API is a service that allows Classify to provide a map of the location of schools. Google Static Maps API is free for a wide variety of cases, but cost increases as demand increases. However, for the first year, Classify will only need the free option. The following is the breakdown of the free option (3).

Standard
- "Free until exceeding 25,000 map loads per day for 90 consecutive days"

- "$0.50/1000 additional map loads above 25,000 per day after reaching 25,000 map load / 90 day usage limit, up to 1,000,000 daily

For the first year, Classify is not predicting to have more than 25,000 maps per day for 90 consecutive days. Therefore, static maps will be attained for **free.**

Data

No Restrictions

During our beta stage, our goal is to receive as much information of Classify as feasibly possible. Although we will initially be restricting our schools to that of the Kansas City area, we will allow the users to instantly post scores. At this stage, our goal is to determine how users interact with Classify and if there are any improvements that need to occur.

Figure 1.0 No Restriction Process

User makes a Score → Score Posted
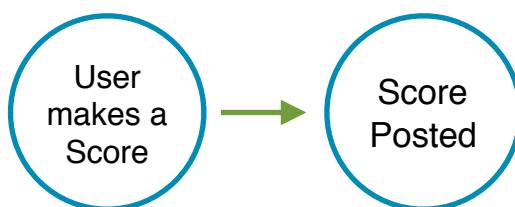
Manual Approval System

After Classify starts to gain some traction, we will implement a manual approval system. Our goal now also includes to provide the most accurate information to our users while preventing malicious or inappropriate scores. Such process will require a human to manually approve each score. This feature is currently not implemented.

Automatic Approval System

After the manual approval system becomes too burdensome, we will switch to an automatic system. We will take advantage of Gems like <u>Obscenity</u> that will allow us to automatically flag scores with inappropriate text. If such score is flagged, we will also notify the user. <u>This feature is currently not implemented.</u>

Figure 2.0 Approval System Process
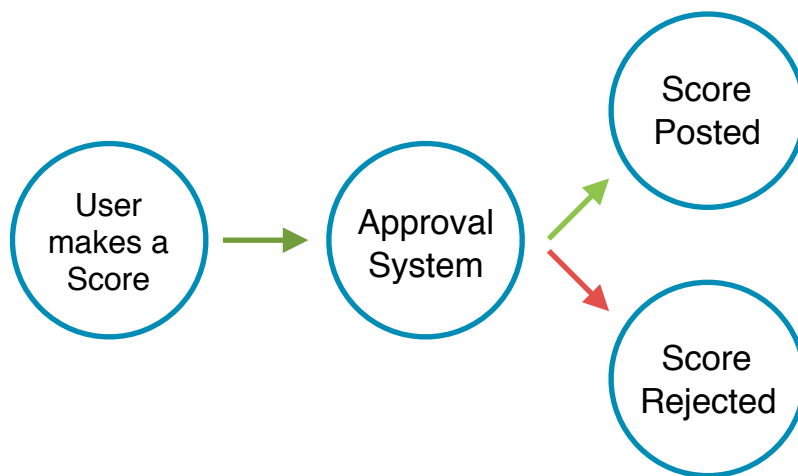
Marketing & Newsletter

Marketing

Because Classify is new, it is important that we market our product. We will market our product through various means such as giveaways, reaching out to students and schools, and etc. For this reason, we will allocate **<u>$500</u>** to marketing for the first year.

Newsletter

To keep our users updated on the progress of Classify, we will use a professional email marketing service. MailChimp is an "online email marketing solution to manage subscribers, send emails, and

track results (4)." Such service will allow Classify to professionally send users a newsletter that contains a report of how their school is ranked. <u>This feature is currently not implemented.</u> The following is the free option of MailChimp (4).

Free Plan

- Up to 2,000 subscribers

- Up to 12,000 emails per month

Summary

The total cost of operation to deploy our product, register a domain, maintain our data, and market our product totals **<u>$679.86 excluding taxes.</u>**

Sources

1. https://www.heroku.com/pricing

2. https://www.godaddy.com/

3. https://developers.google.com/maps/documentation/static-maps/

4. http://mailchimp.com