Deployment Plan

This document covers the costs and plan for deploying the GenericRPG we have developed into the market where users can play it. This document will cover costs of marketing, and deploying it as a mobile app. It will also cover the plan for making all of that happen.

As a Mobile App

In recent years, the mobile app market has skyrocketed. Mobile app usage grew by 76% in 2014, and the average US consumers download on average 8.8 iOS and android apps per month. Since the app was developed using Java, the Android platform is a better choice. The iOS platform is developed in Apple's swift programming language, as such GenericRPG would have to be redeveloped using that language to put it on that platform.

What Must be Done Before Publishing

Before GenericRPG can be published to the GooglePlay store, a few things must happen first. We must

pay a one time $25 registration fee in order to publish to the store. Google gives a certain quality criteria that all apps must meet before they are published. GenericRPG would have to be developed further to make sure it passes each of the criteria. There must also be a content rating assigned to the app. GenericRPG's rating would be medium maturity, since the player goes about fighting and exploring in a fairly light-hearted manner. The size of the app (in megabytes) would also have to be finalized. The app can not exceed 100 megabytes. The app would also need to be developed further to account for all of the varying screen sizes that android devices can have. Also, various promotional images, screenshots, videos, and other high quality graphic assets will be created. These are what will show up in the store listing page, search results, and in other places. After all of that has been completed, a submission form can be filled out, and the completed app can be uploaded to the store. The app will sell for $1. Once it is in the store, it must be promoted to expose it to the public, so that people can know about it and start playing it.

Marketing and Promotion

    *As of July 2015, there are over 1.6 million apps available in the GooglePlay store. In order to compete with these 1.6 million apps, GenericRPG will be promoted in the following ways. It will be submitted to some of the major app review sites like AppVee, 148apps, AppStoreApps.com. Submitting to these sites will help gain some initial publicity, and help promote the app. Another way the app will be promoted, is through reddit ads. reddit ads have a low starting cost, about $0.75 for 1000 views, which is a lower cost than advertising on a site like Facebook, Twitter or Google. reddit ads are basically a thread on a reddit page that shows up at the very top, which has a link for people to leave comments, or visit another website linked in the ad. They also offer the advantage of being able to interact directly with the customer in the comments following the post. The ads will be placed in about 15-20 sub-reddits that are related to gaming or RPGs, in order to get it known to the people that would be most likely to play it. If we paid for

500,000 views on each of the sub-reddits, it would cost somewhere from $522.5 - $750 to do so. A website for the app will also be created. The website will be a place where people can go and view more details, screenshots, videos, and user reviews about the app. It will have a link that users can click and be redirected to the Google store if they choose to do so. This website will be linked to on the reddit ads, along with a short attention grabbing statement that will make users want to visit GenericRPG's website. After a good amount of revenue has been generated from the reddit ads, GenericRPG will start to be advertised on social media. In addition to the website and reddit ads, a social media page will be created on Facebook. This page will also be linked to in the reddit ads, just as the website is. The social media page will have screenshots, and videos, just like the actual website. The social media page will be a place for people to go to view the latest updates about GenericRPG, as well as talk about the game. It would cost at minimum $1 per day to advertise on Facebook users' feeds. Facebook makes it really easy to change what areas of the world are

viewing the advertisements, as well as showing you your target audience, and selecting who exactly will see the ad, based on their interests, likes etc. They also make it easy to select how much advertisement to purchase. We would be trying to appeal to people who will click on our ad, and might visit GenericRPG's website and download the app themselves.

Summary

Much work still needs to be done to GenericRPG before it can be published. The Android app store has many requirements that each app must meet before it can be published to the store. GenericRPG would have to be developed to account for all of these requirements. After the development is complete, the developers will shift towards promoting, and getting the app out there, as well as maintaining it. The app will be promoted initially using reddit ads, and a website for the app. After the initial round of promotion, we will switch to social media promotion, in order to reach a larger number of people.

Sources

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