Deployment Plan for Project 4

For our project 4, we continued to finish our platforming game that we created in project 3. The core concepts of the game are, players moving around platforms, players killing enemies, or players avoiding enemies to get hit. We think that, to deploy this project, we would need 4 crucial steps to be completed. Step one, we need to figure out if we can get a sponsor for our project to be deployed to cover the costs of various fees. Step 2, we need to find out the maximum place we can make profit from the game or generate the most noise, so people know about our game. Step 3, we need to create a cost and benefit chart to figure out what we can do to save money and maximize profit. Step 4, we need to deploy the game and keep it updated.

The potential market for our project would have to be among the gamers in this world, specifically platforming gamers. Some good examples would be people that play Super Mario or other types of 2d platforming games. This is because that our game has a very similar core functionality than those games and it would be easily loved by players of this kind.

If we were to deploy a game, we would need to publish it on some well-known websites to make money. A great example would be Steam. According to some research I've done, publishing a game on steam would require a $100 listing fee. If we were to publish the game on some website, just to get our names out there though. There would be no fee as we essentially provide the game for free. However, if we want to publish the game ourselves, we would need to get a domain to create a website, which would cost around 15 dollars a year. We would also need to rent a server to host our website and downloads and such which would cost another 400 dollars or so a year. Now we have the tools to create a store and sell our games, we need to use some transaction tools so we can make the transaction work for the player. To do that, we can write a payment authentication program ourselves, or we can use some pre-existing ones that are reliable and save us sometime. Which would add another 400 dollars to the expense list.

So far we handled online transaction, however, if we want to deploy our game physically, that means if we want to burn it on to either a disk or an SD card, we need to contact some companies that create physical copies of games and determine exactly how many games we would like to burn on to the disks/sd cards. Depending on how much game we want to burn onto disks. The cost of making a single disk could be around 10 dollars. We would also need a warehouse to store our games and potentially hire workers to ship games out when it is ordered.

Finally, if we don't want to do any of those, we just want to sell our game at some conventions we would just need a couple of hundred dollars to make physical copies ourselves, and rent a booth at the convention to sell the game. Which would be the cheapest option to at least make some money.