Deployment Plan

Our program is a tool to help users find a restaurant in the Lawrence area and if the user wishes, create an account with a personalized list of restaurants. It is similar in style to Yelp, so you can think of it like a Yelp Lite. Our goal for Project 4 is to develop this program into a stand alone application with a GUI to be more user-friendly as well as the possibility of adding a web scraper that gathers data on restaurants. Firstly, we need to make sure our program is running smoothly without any bugs. This will be roughly 2-4 weeks or roughly the span of the project 4 timeframe. We want to make sure the user's experience isn't incomplete throughout our program. Next, we would need to test our code in an environment and develop feedback from beta testers. The goal for this is to be around a month. We would recruit 10-20 testers. Since our app is relatively small, the bugs should become apparent quickly. During this time frame, the process will be testing bugs, fixing bugs, and then deploying those changes. Once the testing period is over, we would deploy the app and check if any bugs or errors occur in a live environment. From then on, we would monitor the app and release software updates occasionally to help the performance of our app. The potential market for this application is Lawrence residents, primarily people who have access to a computer. The cost of distributing this app on Windows Store on a windows PC or the App Store on a Mac is $99 annually. Since this would be a developers membership, only one account would need to be made to distribute this app. Overall, this price is pretty similar to other application stores on different PC's. Once we become a developer on these sites, we can add other apps at no extra cost as well. This is to say that we would only distribute the app on *one* platform. If we wanted to distribute the app on other platforms, then we are looking at a price of a few hundred. Another cost would be to the Qt.IO

GUI platform that we used to create the UX on our app. This was free for us for a trial basis but to reap its full benefits we would have to purchase it which would be an additional cost of $233/month. Since we would want to maintain the app this may be a reoccurring cost depending on how long we want to update the app or if we are satisfied with the GUI. In total, so far the cost of the app is in the range of $400-$900. This is excluding any software updates or thirdly party extensions within our app or to help our app analytics. Updates would cost roughly 20% of our primary development according to several google searches. This means that our updates would cost roughly $180 to update and fix bugs. And finally, the cost to market our app on the app store would be $25-$1500/month. This process would use ASO or App Store optimization.