Maintenance Plan

Further Maintenance that needs to be done for the next year.

The maintenance plan is dedicated to expressing the ongoing process of sending out patches and expanding on the original 2d side scroller. The plan goes through the strategies for doing so, and the outline of potential company growth. This plan is contingent on the initial success of our app and irrelevant if the app is unsuccessful. We also include costs and labor associated with the refinement of our recommendation algorithm, especially as the API endpoints continue to develop.

Community Outreach

The plan is to reach out to the community about any bugs that made it passed quality control. In order to reach out to the community we will have a forum hosted by our project team. The forum will be hosted through a website. The website expenses are listed below. We will also have a reddit community for other complaints and concerns.

Community Outreach is vital in maintaining a loyal fanbase. The reason that a loyal fanbase is essential is because it means that there is return customer for future games and investments. The way that we would engage in the community is to be active in responding to posts, emails, and forum threads. The opportunity for a fan base to interact with the developers is a very

rewarding experience. We would also love to make content, such as new game teasers and different game skins for the community.

A way for the community to directly submit a bug would also be made available to prioritize changes more immediately. This would become another expense however, because to a queue of bugs would create a use for another external app such as spirateam. This application would allow for a more streamlined QA process that has a time tracking and prioritization implemented with ease. It also tracks known issues throughout an application.

Maintenance Expenses

The main expense of expanding the app will take the bulk of our maintenance budget. There will be a few other various expenses including the following:

Apple App Store fee of $99/year

Web Hosting $2.63/Month

Spirateam - $119.00/Month

The Graph to show a mildy successful game that was displayed in the deployement plan can be seen here with the added Spirateam Charge. The months it takes to break even changes from Month 5 to Month 8, a very significant jump.

PROFIT AND REVENUE OVER 36 MONTHS
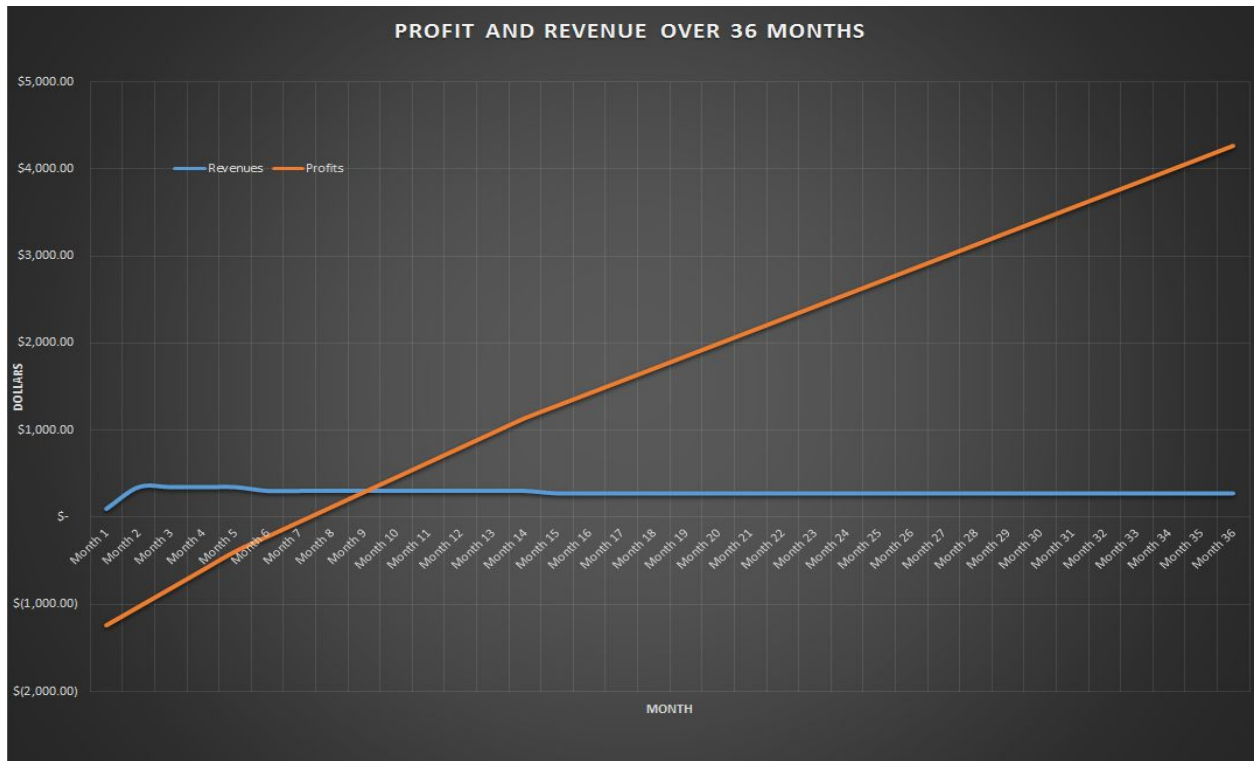
Cost of Expanding on other Applications

Grayscale advancements

The maintenance done on our app could include powerups as well as a high score list. Power-ups could act as a in game purchase or achievement that can be unlocked by collecting coins. This would add a significant amount more girth to our game. The coins could also have the potential of in store use. This is not always common in side-scrollers but could be implemented in a way that does not make in game purchases free wins on the scoreboard. The purchases could change the grayscale to red and blue, or the character to a jayhawk.

A high score list would add a more competitive element to keep users playing longer. The longer a user plays the more they will connect with a game and be willing to come back for future purchases. The high score list could also be a local addition that is only incentive for the user to get better on their own. The Global high score list could become active only when a user reaches a certain point in the game.

Facebook connectivity could be added which would increase marketing ability exponentially, if the high score list was synced with facebook accounts as well as non facebook users the competition of each other would greatly increase the average play time per person. If users can directly challenge their Facebook friends it will add a large competitive sector to the game.

Company Advancements

Depending on the success of the application we will expand further. Releasing a GrayScale 2. This game will be a lot more hefty, we will employ a development team that will work full time. We will branch away from Game Maker Studio and do all the work from scrap, this will allow us to make the game more customizable product. This will also allow us to use embedded ads to maximize profits and minimize use of ad blockers. The development team would require a great need of expanding maintenance for salaries, benefits, and an office building to work in.

Building a company off of one singular game is not always the most realistic. It would be more realistic to hire employees for certain roles as they come up. The programming development and leadership would stay between the current staff seeing as the initial app came out successfully and those areas do not require more man hours when producing a similar game, however hiring a marketing employee or intern would take a huge load off of having to manage social media and new ad creation. Applications rely very heavily off of potential clients seeing value in the app which is why adding a staff member dedicated to working on marketing will see useful in the future.