Slacker Hacker Maintenance Plan

Dylan Egnoske

Table of Contents

Introduction 1

Employees 2

Trademark 3

Domain Name 3

Database 4

Marketing 5

Servers 5

# Introduction

Maintenance is a crucial part of any application that a lot of companies may fail to give proper attention. To make sure a product is up to date and running, it needs to be properly taken care of. To do this you will need programmers that can work with the code to take care of any bugs and to implement new features based on the users feedback. You will also need to make sure to pay for servers and domain names. Marketing would also play a large role in our first year to get new users to enjoy our product.

# Employees

During the first year of having our product, Slacker Hacker, on the market, our employees would more than likely consist of the initial team that created the application. However, if we chose not to work on it ourselves and hired employees, we would mainly need the employees shown in the table below.

|  |  |  |
| --- | --- | --- |
| Employee Title | Average Annual Salary |  |
| Web Designer | **$29,000** |  |
| Application Programmer | $72,000 |  |

Table 1: Employee cost (Source: www.salary.com)

The web designer would insure that our application stays visually appealing for the users and the application programmer would work on debugging, testing, and programming new features for our extension. Realistically, we would not be able to afford these employees unless our application became extremely popular. So with that in mind, all the employees would also be the initial creators of the product and would be working for free.

# Trademark

In order to protect our product ‘s name and logo we would need to register our trademark with the United States Patent and Trademark Office (USPTO). To do this we would need to send in an application to the USPTO, which requires a processing fee around $300. There is also an option that allows the trademark to only be pertained to the state that we are in. However since this in an extension that can be used all over the world, we would likely not choose this option even though it is cheaper.

# Domain Name

As of current, we do not have an actual website. But we might choose to get one in the future. The website would have all of the details of our extension and be mainly used for marketing. If we chose to get one we would have to pay a yearly amount for it. At GoDaddy.com we could purchase a .com domain name for $14.99 a year.

# Marketing

In order to get our name out there so that new users can use our product, we would need to market our product. In order to do this we could build an actual website which was discussed on in the Domain Name section. We could also set up online ads on websites but these often cost thousands of dollars unless we post on small blogs. This would likely range from about $50-$100 a month for a website with less than 150 views a month.

# Servers

We are currently using FireBase which is a cloud based platform that creates and manages our database securely and efficiently. Currently we only need the free version which has the following features:

* Connections: 100
* Storage: 1 GB
* Transfer: 10 GB
* Private Backup: No

Eventually we may, however, want a private backup option which would back up our data every night and allow us to analyze our data offline without affecting the real-time performance of the users connections to firebase which would cost an us $149 per month and has the following features:

* Connections: Unlimited
* Storage: 30 GB
* Transfer: 150 GB
* Private Backup: Yes

We may possible switch to Amazon Web Services (AWS) as our infrastructure as a service (IaaS) provider. we will request an Elastic Cloud Compute (EC2) instance from amazon to run our server, which is free for the first 12 months.

The Amazon S3 storage service comes with the free 12 month package and will make our storage secure and highly scalable. S3 will also provide with more or less storage and processing power depending on the traffic of our extension.

AWS offers a ‘Pay as you go’ policy which only requires us to pay for what we use and luckily for our budget, we won’t need to be using any of the 50+ services that AWS provides. So the servers will be completely free for the first year.

# Conclusion

Maintenance will not be a cheap or understated aspect for our product. Depending on how much revenue we make from ads, we might not even be able to afford any paid employees. With the information that has been presented in this document, the estimated maintenance of the first year after deployment is somewhere in the range of $515-$600.