

Deployment Plan

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What are the steps required to deploy your project?

The release of our project can be summarized into three phases:

1. Preparation
2. Testing
3. Deployment

First, our team must fully prepare our software. All code must be complete, commented, and documented. All resources and libraries must be gathered and organized. The software must be wrapped up into a single downloadable application. Additionally, we will need to prepare a website. Our website must contain all software downloads, a version history record, and simple documentation on how to use our software.

Next, our team must test our software. We will review our program to ensure that our work fulfills all the requirements. Then, we will test the limits of our software. For the login system, we will ensure that only a proper username and password for a specific account type will allow the user to log in. We will also test the limits of the user inputs: forbidden characters, empty strings, large values, incorrect types, and more. We will also need to test the account creation. This should uncover any potential security flaws. Any bugs, errors, or flaws should be corrected before the final deployment.

Lastly, we will deploy our software to the public. Users must manually install the software package onto their computers. The install will be found on our website. This is the simplest way to reach many people. Upon opening the software, the user will be prompted to input information about their affiliated institution. If the access is valid, the user will be able to fully use the software. The institution is responsible for purchasing the software. Upon purchase, the institution will be given an access key and an administration account.

Who is the potential market?

Our team's Enrollment Management software was designed for educational institutions. Our program offers a simple way to view and manage classes, grades, and instructors. The courses listed within the software are fully customizable by the administrators. This allows the software great flexibility in the market. Our primary focus was for colleges and universities, but our software can be applied to any educational institution. This includes primary schools, secondary schools, vocational programs, online education programs, and more.

The software supports students, faculty, and administrators. The software is useful to students as they can view their account information, classes, and grades in one software program. Similarly, faculty members can view their account information, classes, and gradebook. Using our software, it is simple for new students to make an account. For security, faculty accounts can only be created by administrators. Each interface is simple, intuitive, and understandable for the general public.

What will it cost to deploy it?

The deployment costs are relatively straightforward. Our software distribution platform will be our own website. By doing so, we can avoid fees by using other app stores and platforms. Other costs will be for marketing.

- Web domain: \$20 /year
- Online advertising costs:
 - Google Ads: \$2.32 per click
 - Facebook Ads: \$1.35 per click
 - LinkedIn Ads: \$5.26 per click

The deployment costs themselves are not expensive. But the time cost to accomplish these things is high. Our team would need to design and maintain a website. We would also need to learn how to create and publish online ads. Alternatively, our team could hire someone to complete these tasks:

- Web developer: \$55k /year
- Marketing specialist: \$40k /year