

Maintenance Plan

By building a Google Chrome extension, we have taken advantage of a lot of the awesome things Google can offer developers. We have already published our Chrome extension to the Chrome webstore and paid the only fee Google ever charges (\$5), there isn't anything to worry about with regards to server/domain costs nor is there any reason to worry too much about promotion since Google will automatically take care of this as well (they have just as much interest in our extension being a hit as we do!). The primary concern we need to address with our maintenance plan is development costs. There are a few bugs currently floating within our extension that need to be addressed immediately and there will need to be discussion of new additions and features (this includes new visualizations and filters, transferring the code to perform on other web browsers, and lastly general performance improvements).

A general search for web developers in the Kansas City area shows that entry level positions can average around \$32/hr. This is a pretty steep price for a free and open source project, so if we wanted to hire out it would be necessary to follow through with one of the paths towards riches mentioned in the development plan. Considering this cost, it is paramount that we create explicit timelines and expectations for this new hire and for our own times (we would need to be paid as well). The development needed is to fix the bugs provided by the bug list and figure out how to increase the asynchronous response of the options page javascript communicating with the background javascript.

Besides the need for a new developer, we could also hire a graphic designer to work on new visualizations to roll out for individual sale. A starting graphic designer salary in the Kansas City area can be around \$40k annually. This is a hypothetical option at best since our extension would require far more significant of a user base to even consider hiring out for these task.

With these two last paragraphs examining the costs of actually hiring developers, it seems the best option in our case is for the five of us to maintain the application ourselves during volunteered time. This would be the most cost effective since we are already familiar with the code, know the bugs needed to be fixed, and know the improvements that would improve functionality.

To add more justification to not hiring out developers, the examples found of Chrome extensions which yield great profits are typically already established products where the Chrome extension is simply that, an extension of the primary service. So for us actually starting out at the extension level, we need to acquire a significant market share before we can truly begin talks of monetization and hiring help. Luckily, our application is stable and the best thing for the extension to flourish is simply to give word of mouth time to spread to more and more users.

Finally, the only other semi urgent costs we could encounter within the next year is if we decide to expand the extension to other internet browsers. Firefox is an easy choice since Mozilla does not charge to publish an add-on (what they call extensions) to their webstore. Firefox and Chrome extensions also follow similar guidelines (.json file, background and content scripts) which would mean the transformation should not take

too much time. Safari, on the other hand, requires a \$100 annual fee and there are loads of examples on the web of people struggling to simultaneously maintain firefox/chrome extensions and safari extensions because of unexpected differences between the two.