The first step towards the deployment of the project is verification of the software. Any documents, artifacts, and code are checked manually by the creators. Walkthroughs and inspections are conducted as well. This is usually done by those who created the code and artifacts. In this stage, code is not actually executed but checked thoroughly to see if it conforms to the right specifications. Any faults found are recorded and will be fixed. After verification, the program will go through software validation. The code is executed and tested by the computer. Whitebox or blackbox testing are two methods that can be utilized in this phase. Test cases are carefully created and run multiple times. Any bugs found are fixed promptly. After that, the program will go through a period of alpha and beta testing. The program is tested for what the user might do and failure risks are accessed. Alpha testing will be done by those who made the project or are close to it. After any more bugs are addressed and fixed, beta testing is done to test the integrity of the project. The software will be offered to a random selection of people who could potentially use it. These customers are able to give any feedback or present any problems that they experienced. The software is tested under a large number of users to assess its ability to maintain stability and structure. Once all flaws, bugs, faults are addressed properly then the project will be able to be deployed for the public to use. We could even utilize a canary testing release. We could roll out the software slowly to a small number of people first. If everything is fine, then it would start rolling out to more and more users until the software is fully released to the public. The data structure visualizer will be on a website so we would need to buy the domain name. That will most likely be a yearly cost. System maintenance and regression testing will also be a weekly cost. The potential market is mostly aimed at students and teachers. Those who are beginning to learn programming for the first time or even experienced students will be inclined to use a data structure visualizer because it may be hard to grasp those topics at first. Having the ability to actually see what is happening is a great tool for them to use. Also, teachers may use the data structure visualizer to present to their own students. Having a visual aspect to their lecture will aid their students in comprehending the data structures easier. Accessing the data structure visualizer would be a free tool for any to use. It wouldn’t make much sense to make it so that those have to pay to use the website. To advertise and market the software, it would most likely be effective to advocate for it around schools and campuses. We could have flyers or posters in engineering buildings. We could also ask professors or other students to spread the word about it.