Deployment Plan

Our project LifeTracker is an interactive web application that provides a user with multiple useful features. Today, people have many separate applications to keep track of important events and statuses of their lives. This can get cumbersome when a person needs to switch in between each of these applications and all of these applications can take up important storage on a device. Our product is aimed towards giving a solution to this problem by giving a user a one stop shop to keep track of their financials or their physical health or their grocery list. Our website offers the user the following features: Budget Tracker, Weight Tracker, and Grocery List.

In order to deploy this application to the market, we will need to gain access to a host server and acquire a domain name. There are many companies that offer web servers to host websites. So once we have decided on a platform or host server we would like our website to be deployed to we would then rent a file space on the hosting company's web server. The rate of rent for a web server can go for $35 to $600 a year. Then, obviously, the domain name would be something of the nature LifeTracker.com, however; in order to get rights to this address we have to rent the domain name at a yearly cost of $12 to $60 from a domain registrar. Next, we will have to use a File Transfer Protocol (FTP) program to transfer the website's files over to the server. We would have access to this web server using details provided by the hosting company, which are typically a username, a password, or a hostname. Since our application is a single page website, the process of transferring and deploying the project will be relatively easy to carry out. Coupled with the deployment, we will need to hire a QA engineer to monitor every phase of our project and ensure the overall quality of our website. Hiring a QA engineer at the entry level would cost anywhere from $18,525 to $87,500 yearly.

In order to get people interested in using our application, we will need to attend conventions or trade shows to draw in traffic for our website. The typical expense for a booth at either of these events is $100 to $150 per square foot. During these conventions and trade shows, we would promote our project to attendees and showcase demos about the features that our website provides. This will also provide us an opportunity to get financial backing from attendees that are looking to invest in our idea. Additionally, we would also be able to network with other booths and see if we can get additional revenue by advertising their products on our website.

Moreover, since our application is meant to help make it easier for people to track events and statuses, we will need to create a company email account to take in comments about how we can improve or expand our website and store the emails of our users. The creation of a company email account would be free through Google's Gmail. In order to store the emails of our user, we will need to set up an email server and a Domain Name System (DNS) to verify and store valid user email addresses. This would also allow the users to know about updates to the website and any advertisements.