Maintenance Plan

Mobile app development consists of more than just costs of creating the application within a certain studio. There are various fees that come with every aspect of the development process. We already put in time costs to create the app in the first place. Any other advancements we make with the application would obviously require even more time cost.

The monetary costs are an entirely different story. In order to deploy our product to the Google Play Store, there is a 25$ one-time fee for all developers that our company would have to pay. This is also entirely just for android development. With how many people carry an iPhone, it would entirely make sense for us to expand our application to the Apple Store. The monetary cost of deployment to the Apple Store would be 99$/year. Within that, whatever money we make would be diminished by a 30% store fee by both operating systems which would have to be considered obviously because splitting an applications payout within our team as well as with a store fee would decrease the payout pretty deeply for each member. This is just the monetary costs of deployment to the apple store as well.

Apple and android, due to their conflict between companies, do not have a consistent IDE, language, libraries, and/or many more programming necessities that are shared between the two types of app development. Because of this, the requirement for time essentially is doubled when developing for both environments.

Development also doesn’t end when the app is complete, the maintenance for both types of coding could potentially be an even larger cost than at deployment. For example, as stated before, the Apple Store requires a fee of 99$ per year. We also would need multiple Apple Products for our base team of 5 members because Apple applications can only be deployed on Apple Products. Considering I am the only member of the team with an Apple Device, we would need to buy at least 2 more Apple Devices which easily cost around $1000 each. 3 Apple devices would be necessary and sufficient in allowing enough developers to work on app upkeep for a year.

We might even need to consider adding more members to the team based on different factors like user traffic or database interaction because database engineering is far from our area of expertise and with the consistently changing software, we may need someone who specializes in developing for that change. This would effectively reduce our income because of the addition of a new worker which is basically an increase to our costs. Assuming we have just one new member of the team, our costs could be minimized while still having a consistent product that could meet the bare minimum for changing softwares.

Another cost we would have to consider would be a new database. Currently we use mySQL which within itself costs $2000/yr for a base account. If we moved to other databases the cost could even potentially increase as well as an even larger time cost to implement the changes and update the app on the app store. Within our deployment plan we also spoke on different advertising, social, and expansion costs we would have to consider and because it's the first year of our app's launch, we would consider all of these within the apps costs for upkeep for the next year. If we want enough traffic to ensure our product is generating income sufficient for an at minimum five man team, we would need to ensure that we are generating new clients in our product as well as retaining the ones that have been using the product already. These extra costs could easily add up.

In conclusion, the programming aspect of our application will be no small fee considering the different things we have to take into account such as hardware requirements, database requirements, and software development costs among many different things. The business side of our application could also be an issue in our first year of our applications launch considering how much advertising and display we would need to give for our application to really take off to generate a profit to pay for the costs. We would especially have to account for unforeseen disasters or costs in both aspects of app development which could create problems for our team later on in the future. Considering the teams ability to work together well and efficiently, we should be able to account for all costs and generate enough revenue for all of us to be millionaires before 30.