**PINKERTON DEPLOYMENT PLAN**

**SCRUM MASTERS**

**EECS 448**

**Introduction**

Pinkerton is a game that has no boundaries as to who can find enjoyment in it, regardless of age, background, or gaming experience. However, as it is meant to be an experience that highlights the evolution of the platforming genre, it is soundly assumed that those who have extensive knowledge and experience with the genre would enjoy it most. As such, this assumption will be the foundation of this deployment plan. Within this document, it will be detailed how we intend to distribute Pinkerton and have it reach our target audience. The topics covered will include, with a timeline and cost for each, the basic publication of the game, the platforms we intend to release it on, and the plan for extended marketing once the game is accessible. To conclude the document, total costs necessary to deploy will be summarized.

**Basic Promotion**

To give Pinkerton a start in the market, basic promotion and publication are necessary in order to raise public awareness. This shall initially be completed in the form of a website dedicated to the game, and a social media campaign to accompany it.

**Dedicated Website**

For the website, we have determined that all team members have enough experience with HTML, CSS, and JavaScript in order to utilize tools needed to build an effective website. This effectively eliminates monetary costs in regards to hiring a web developer, leaving only fees for having the site hosted and a domain secured. We have approximated the domain to cost around $15 per year, and to have the site hosted, approximately $100 per year. The approximate time cost for development would be around 12 hours of development time from each team member, spread out over the course of two to three weeks. Website functionality would include screenshots and brief videos of the game, informational material, and means to contact the development team.

**Social Media Platforms**

Immediately after finishing the site, free social media outlets such as Facebook, Twitter, and Reddit would be utilized in order to direct traffic to the site and promote the product. There is no required monetary cost associated with any of these platforms, and the only time requirement would be an estimated two to three hours per week maintaining a presence on said platforms.

**Publication**

In order to reach our target audience and maximize the effectiveness of our promotional efforts, the gaming mediums and platforms upon which we launch our game will be of the utmost importance. Due to the inference that Pinkerton would be more closely associated with the “Indie” genre, along with fact that the amount of content differs greatly from games produced by larger studios, we have determined that releasing “hard copies” on disk would be ineffective and far too costly. Instead, our development team has opted to release Pinkerton upon more popular online platforms, namely Steam, Xbox Live, and Playstation Network. Each will be detailed in the following subsections.

**Steam**

Steam had been a largely successful platform for Indie games that lack the scope and content that many professional studios provide. This in itself is a large reason for why the development team views Steam to be the most fruitful platform to release our product on. However, for an Independent development team to deploy a game on Steam, they must first pass through the Steam Greenlight Program. This is a way for potential customers and users to assess whether a product will be worth their time and money. In order to be granted access to the program, a $100 fee must be paid for each individual game that is being put on display. The timeline from when a game is listed on Greenlight to when it is launched is variable. Thusly, the total cost for publishing on Steam will be approximately $100.

**Xbox Live**

Through Xbox Live, Microsoft offers Indie developers a chance to subscribe to their “Xbox Live Indie Game” program. To subscribe for a year, a team must pay a fee of $100. However, once subscribed the team may attempt to publish as many games as they wish within that time. Seeing as how Xbox Live can often be a fruitful platform upon which developers can deploy their games, we have determined that the potential benefits outweigh the cost of a yearly fee. The total cost for launching on this platform will be approximately $100.

**PlayStation Network**

Much like Steam and Xbox Live, PlayStation Network offers a publishing environment friendly to Indie developers. However, unlike the other two, there are no monetary costs associated with deploying a game to PlayStation Network, leaving the only cost to be however long it takes to get a game passed on to the store.

**Extended Marketing**

While we believe that basic promotion and platform deployment will increase the chances that Pinkerton will be a successful and profitable product, the development team also realizes that in order to effectively maximize our results, further promotional and marketing efforts will be necessary. In short, this means a continuation of maintenance in regards to the website and social media outlets, as well as attending gaming conventions as a means to network.

**Website and Social Media Maintenance**

After deployment, it will be necessary to update content found in these two areas, as well as further promote any professional reviews or comments that have been made in regards to our game. Through this, we hope to continue basic promotion and have users spread knowledge of our product through “word of mouth”.

**Conventions**

The networking efforts made by the development team on behalf of our game will play a key role in the extended success the product. An effective way to accomplish this, we have determined, is to attend various Indie game conventions in hopes of meeting other developers and obtaining their interest in our product. In North America, two of the largest conventions are IndieCade East and Independent Game Festival. For one-time game entries and attendance passes, the costs are $110 and $75, respectively. Travel and accommodation cost necessary to attend both conventions is approximately $2500, which accounts for flights, hotels, and food. The total cost of promoting at these two events is approximately $2685.

**Summary of Monetary Expenses**

**Website:** $115 / year

**Steam Greenlight Fee:** $100 / game

**Xbox Live Fee:** $100 / year

**IndieCade East Entry:** $110 / year

**IGF Entry:** $75 / year

**Travel Costs:** $2500 / year

**Total:** $3000 / year

**Conclusion**

By following this deployment document, our development team sincerely believes that Pinkerton will be a success. While targeting experienced gamers, it is truly an experience for individuals of all backgrounds. A foundation in basic promotional material allows us to inform the public of our product for minimal cost. By deploying on platforms friendly and fruitful to independent development teams, the game will hopefully gain enough traction and reach a considerable popularity. Finally, by maintaining our marketing efforts and making continued efforts to network and promote Pinkerton, we hope to achieve a long-term and lasting success that keeps out product profitable for an extended period. In summary, it is our centrally held belief that by adhering to this plan, we will be able to deploy our game and have it be regarded with distinction in the gaming market.

Sources

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