

# DEPLOYMENT PLAN

## HOLY GUACACODE

### INTRODUCTION

The product, “Kitchen Escape”, is a desktop recreational application that mostly targets children and teenager from the ages 7 to 17 as well as young adults from the ages 18 to 27. The first version of the game consists of currently 8 levels with a 2D scene and 2D characters and the goal is for the player to find a way to reach the exits for each level using the teleportation abilities of the main character.

### PURPOSE

The purpose of the Deployment Strategy document is to define a deployment plan for the desktop game: “Kitchen Escape”. This document contains detailed schedule, tasks as well as resource, technical, and support costs information necessary for successful deployment of the product.

### PROJECT IDENTIFICATION

Project Name: “KITCHEN ESCAPE”

Development Team Name: Holy Guacacode

Date Created: 7th of October, 2018

Product Developers: Natalia Leyba, Zach , Mitch Simmons, Matthew Eagle and Adam .

Completed By: 25th of November, 2018

### DEPLOYMENT APPROACH

DESCRIPTION: For the deployment of this product we would use a “Big Bang” approach to initially release a pilot, with all the functionality but only the initial levels, followed by the use of this same approach to release the full product after measuring the success of the pilot meaning we would release a full version of the pilot and then the full product at specific dates. This initial deployment would have an independent release of the product through “Google Play” and the “App Store”.

BENEFITS AND RISKS: Through the deployment of a pilot we could analyse and evaluate user response to the product as well as collect feedback to estimate future gain and overall response. This would also allow for further momentum when full product release increasing most likely increasing overall gain.

The risks of this approach is it will test the ability of our business to handle a huge level of change happening all at once as well as the increased risk of failure which we aim to counter with the release of a pilot.

### **PROMOTION STRATEGY**

DESCRIPTION: The promotion strategy will include an increasing social media campaign through a 12 month period as well as the production of a 3-part teaser trailer which will be displayed in different sites to maximize reach.

BENEFITS AND RISKS: An increasing social media campaign has the risk of decreasing momentum due to the continued exposure but is expected to increase reach which will ideally counter the lost of momentum and is guaranteed to increase exposure, which is expected to maximize final gain.

## **DEPLOYMENT SCHEDULE AND RESOURCES**

<b>Target Deployment &amp; Sequence</b>	<b>Scheduled Release Dates</b>	<b>Resource Requirements</b>
Initial social media campaign deployment	02/01/2019	<ul style="list-style-type: none"><li>- Determine Platforms and most effective Language.</li><li>- Create Accounts, Increase Followers and Release Engaging Statements.</li></ul>
Part I Teaser Trailer Deployment	03/03/2019	<ul style="list-style-type: none"><li>- Determine Platforms, keywords and most effective Language.</li><li>- Create a Specific Script.</li><li>- Film Teaser Trailer.</li></ul>
Part II Teaser Trailer Deployment	05/01/2019	<ul style="list-style-type: none"><li>- Determine keywords most effective Language.</li><li>- Create a Specific Script.</li><li>- Film Teaser Trailer.</li></ul>
Part III Teaser Trailer Deployment	09/01/2019	<ul style="list-style-type: none"><li>- Determine keywords and most effective Language.</li><li>- Create a Specific Script.</li><li>- Film Teaser Trailer.</li></ul>
Pilot Deployment	10/01/2019	<ul style="list-style-type: none"><li>- Determine best levels to appeal to the public</li><li>- “Build” application with only those levels</li><li>- Google Play Release: Complete app's store listing, content rating, &amp; pricing &amp; distribution sections</li><li>- App Store Release: Assemble App Store Information, create a Bundle Identifier,</li></ul>

		certificate signing request, App Store production certificate, production provisioning profile, App Store listing, release Build, fill in version information & Submit Version for Review
Full Product Deployment	12/15/2019	<ul style="list-style-type: none"> <li>- Google Play Release: Complete app's store listing, content rating, &amp; pricing &amp; distribution sections</li> <li>- App Store Release: Assemble App Store Information, create a Bundle Identifier, certificate signing request, App Store production certificate, production provisioning profile, App Store listing, release Build, fill in version information &amp; Submit Version for Review</li> </ul>

### SUMMARY OF COSTS

Cost (per 6-months period)	Overview
+/- \$200	<p>Application Release Expenses.</p> <p>Main Investment: Google Play and App Store fees</p>
+/- \$300	<p>Marketing Services Expenses.</p> <p>Main Investment: Marketing Software and Consults</p>
+/- \$200	<p>Project monitoring and reporting costs.</p> <p>Main Investment: Data Collection and Analytics Software</p>

+/- \$400	Promotion Related Expenses.  Main Investment: Social Media and Diverse Platform Advertising
+/- \$200	Additional Possible Expenses.  Main (Possible) Investment: Possible Additional Staff, Deployment Issues and Deployment Delays

### **TESTING METHODS AND CUSTOMER ACCEPTANCE**

With the goal of analysing public response to the application we will use different methods to measure customer acceptance after the deployment of the product. The main approach to test and evaluate customer approval will be to do a continuous, 6-month analysis of social media content related to the product. After this continuous collection of information and analysis of such we will develop an improvement plan to address major issues and possibly increase promotion.

### **POSSIBLE ISSUES AND CONFLICTS**

The main possible issues and conflicts related to our deployment approach, promotion approach and user response analysis would be related to delays in creation and deployment of promotional materials, deployment related services such as marketing and data collection, pilot and full product “build” and release. These issues, however, are estimated to not majorly affect our deployment process as we are accounting for possible costs related to these issues. The effectiveness of our approaches will determine the final gain but we expect our product to balance production and deployment costs at the minimum gain.

### **SOURCES**

- *Estimating the Cost of the New Product in Development Process*, Piotr Chwastyk
- *Effective Product and Process Development Using Quality Function Deployment*, Rohit Verma
- *App store fees, percentages, and payouts: What developers need to know:*  
<https://www.techrepublic.com/blog/software-engineer/app-store-fees-percentages-and-payouts-what-developers-need-to-know/>
- *How Much Will it Cost to Hire a Marketing Agency: 5 Key Considerations:*  
<https://www.landscapeleadership.com/blog/bid/302412/how-much-will-it-cost-to-hire-a-marketing-agency-5-key-considerations>