EECS 448

Team 2 Project 4

Deployment Plan

Project 3 left us with a plan for an app and a skeleton model to complete. From there the steps for deployment were to implement the functions, to create a user-friendly and aesthetically pleasing interface, and to test our app for any bugs that could be caught before extensive user use inevitably reveals others. We split our team into front end programmers and back end programmers and distributed the work. Back-end strives as usual for a cohesive flow and frictionless functionality to the app while front end handles aesthetics and a marketable brand.

The original idea for this app targeted college students but expanded to generally appeal to a younger crowd. Overall, the app really has no age restrictions. The app will return light-hearted comedy and a day-by-day mood tracker that can be looked at retrospectively for a monthly view of the user's moods. As this was an app built by a small team, we created basic features to leave the possibilities for a future version of the app open. We could use user feedback to either expand upon the features of the app or to narrow down the target audience and alter features to provide a better experience for a specific audience. Especially with a larger team and enough user interest, either direction taken could lead to a great app.

The costs to deploy an app can add up especially if you want to have a reach across platforms and devices. Some online stores require an annual fee while others just have a one-time fee. And if you want to push your brand, other fees start to accumulate as well. A website under the app or company name will require funds as well as banners, flyers, and other promotional items to spark interest in your app (not to mention funds being set aside for additional employees for managerial and promotional purposes). For this portion of the response, I am going to assume that we will be deploying our app with

the main goal being accessibility, but I will also account for a few tabling events to spread awareness about the app. According to appypie.com, Apple's app store charges an annual fee of $99 to publish an app while the Google Play Store charges a one-time developer fee of $25. As far as a purchasing a domain, GoDaddy charges between 2 and 20 dollars annually though they state that the new .app extension can cost extra if you decide to purchase it instead of a .com extension. As this would be a company start-up, I will assume that we would be tabling ourselves especially in the first year. However, we would need a few items for these events to be successful. A table banner from uprinting.com would be approximately 24 dollars and 200 shirts from rushordertees.com would be $1,540.26. According to costowl.com I would estimate around $112.50 for 150 promotional pens. I would estimate another $200 for additional tabling graphics and flyers. While we would not be equipped with these resources to attend a large-scale tech startup convention (which tens of thousands of people attend), I would expect us to be prepared to table outside of our university's union or engineering school. All of this combined would come to around two thousand dollars. It would not be an unattainable goal for us to pursue a school tech grant if we decided to grow our app.