Deployment Plan

This will outline the proper steps that *Team Make 448 Great* intends to follow in order to lawfully take our product *StuddyBuddy* from production to the market where users will be able to download and install it onto their devices. This app was developed through Google's Android Development Studio and will be made available through the *Google Play Store.*

Application Testing

Prior to releasing our code to market we, as a team will implement a testing suite that will allow us to exploit bugs in our code as well as runtime errors that can be caused by numerous different things resting in our code base that were either unaccounted for or vulnerable. The testing implementation began while we were writing our functional code. This was done so that we could focus on that aspect of the codebase while it was fresh in our mind. The testing studio for our application is ran on Android Testing Library that is supplied by Google. This testing studio allows us to check the vulnerability as well as the functionality of our code. Using these testing practices we can ensure optimal usage for our customers. As with any initial testing there will be bugs and glitches that must be overcome before allowing the application to be ready for production. As a team, we will fix the bugs that are exploited until there are no more visible glitches to

APK and we will deem it ready for publication even though we highly anticipate there will be future use-case scenarios that we will have to patch. In addition to this basic testing checking the overall deployment of our code, Google also recommends that we test that the application meets all of the proper criteria that is intended based on the functionality that we deem our application must perform.

Getting Application to Market

The first step in taking our application from a local product to a marketable, global product is to become registered under Google Services as a developer. In order to become registered as a developer our team will be charged a one time fee of $25 in order to create an application that meets the requirement of Google and Android. Now that we are registered, we must make sure that our application meets all of the legal qualifications and does not infringe on any rights. The major thing that we will have to pay attention to is Google Play Policies and Agreements. Once we have made sure that we abide by the licensing that Google has provided to us we can move on to the next step of the process. We now take the responsibility of rating our application into one of four categories, Everyone, Low Maturity, Medium Maturity, and High Maturity. Since this application is for

educational purposes and nothing else we will move forward with and Everyone rating. Using this setting users will be able to filter their search by maturity level making *StuddyBuddy* more easier to find for people searching for application's rated for 'Everyone'. Next, we as a team must determine what geographical regions will be granted access to *StuddyBuddy*. Since this is our initial deployment we have determined that *StuddyBuddy* will be released to people in North America only. This will hopefully give us a feedback of marketability and necessary changes that must be made before *StuddyBuddy* is released live to the entire world. As outlined in the Android Application checklist we must next confirm that the overall size of the application does not exceed 100MB as that is currently the maximum size allowed for an App on the Play Store. Our app does not exceed this maximum size, but if it did Google allows for a cost effective (free) method to go about it. The way they handle this is that the initial launch must be under 100MB as stated above, but after that Google Services allows the release two add-on APK packs that are packages correlating to the initial launch. Once the overall size of the application is justified we then must make sure that we have created an app that is compatible with most devices. This step is not difficult as we know that all of the different screens that *StuddyBuddy* has are all fit to screen, making it compatible with all devices. The next step on the checklist is to determine

whether we want our application to be free or priced. If an app is deemed to be free it can not be changed to priced in the future, but can be changed from priced to free if so desired. However, we have decided to make this app free to everyone with the possibility of making in app purchases available later in the future. This is the last step in relation to the app itself.

Marketing

Before we release our map to market we want to build a marketing campaign in order to create a decent amount of buzz around our product and make people excited to download it to their devices. Along with the basic email list and mailing that we will use to create our marketing campaign at a relatively low cost, we would like online advertisements that target people that we believe to be in our markets. Online advertising will also be inexpensive (free) as Google has a feature that creates Badges that will have images and click on links that will direct people to our application. The advertisements will appear in other free applications that are similar to the category and maturity level of *StudyBuddy*. This will provide ample traffic to our application and result in a sufficient amount of downloads to satisfy our goals. Other online sites such as YouTube, Facebook, Twitter and Linkedin vary in their costs. It is estimated that YouTube charges about $0.10 per view meaning that every 1000 views will cost $100. This can get

rather expensive if the amount of view is high. Facebook charges on a per click basis at about $0.27 per click. Twitter charges vary depending on the features that are incorporated, an advertisement can cost as little as $0.50 per engagement all the way up to a budget of $200,000 per day. Finally, Linkedin will cost nearly $2.00 to $5.00 per click depending on size and popularity of the advertisement being shown. With the above information now being known, advertising on these four major sites will have to wait until we obtain additional funding.

Deployment

Now our marketing plan is complete and we are ready to present *StuddyBuddy* to the Google Play store. We will make one final debug and make sure that we have all of the correct documentation such as android:VersionCode and android:VersionName in order to comply with Google Play's Policy and Agreement. After this is complete we can create our final build and put *StudyBuddy* onto the market for everyone's enjoyment.

Upkeep

Once *StuddyBuddy* is on the market *Team Make 448 Great Again* will be dedicated to up keeping the customers needs as well as avidly making changes to the application where we see fit. Along with our own modifications we will listen to the requests of the consumers and make changes that they recommend.

Sources:

https://developer.android.com/studio/publish/index.html

https://developer.android.com/distribute/tools/launch-checklist.html

http://tech.co/bring-app-market-2014-02

https://www.topdraw.com/blog/is-online-advertising-expensive/