EECS 448- Group 17

**fitX Deployment Plan**

FitX is a lifestyle/fitness app that allows users to track their food intake, water intake, mood, soreness, and workout progress all in one place. The potential market for this app is active individuals who are looking for an easy way to keep track of their workouts and wellness throughout the week. The app is supposed to be a convenient sort of “journal” where people can do some simple logging.

Our deployment plan will cover 4 phases: development, testing, staging, production/advertising and marketing. The development phase is where developers will make the necessary changes to the code. For project 4 this part has already been completed as the project is final. However, this project could be made into a web application as well as a mobile app which would require more in the development phase. The web app and mobile app would require a better storage system than being used at the moment so this would need to be accounted for in the development phase as well as making sure the app functions in both a mobile and web environment. The testing phase is where we, the programmers, come together and review/test the code to ensure that the functionality is correct and working on different operating systems. We have already done some of this which can be seen in our Test Suite and our Code Review documentation, however if new changes were implemented to the code in the development phase, then testing would need to be done again to make sure the new changes also work. So if this app became a mobile or web app then new tests would be implemented to make sure those environments run properly. The staging phase is where a beta-test can be utilized. A small sample of users can receive the product to test the features and give any feedback they might have on the functionality or user experience of the app. If this phase leads to any changes, then it will go back to the development phase. The final phase in the deployment plan is the production/advertising and marketing phase. The production is the final product that will be pushed to market after it has been through all the previous phases. The advertising/marketing is to ensure that people know about the product and that it is being targeted to the right audience. The advertising/marketing could be its own separate phase since it does not pertain to the overall software development, but it is a very important phase since it will help to ensure that the app is profitable.

The deployment plan for project 4 if there were no changes and it was deployed as is would be to advise friends and other peers to download the app to their own devices and go from there. This wouldn’t require any costs since the product is already finished and there would be no maintenance since it would now be stored on someone’s local device and there wouldn’t be anyone who would be paid to make feature updates.

Based on information found on velvetech.com, the average cost of developing a mobile App with moderate online capability, such as fitX, in the US is ~$80,000. This can be broken down into the cost of Business Analytics, UI/UX design Project Management, and Development and Quality Assurance.

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| --- | --- | --- | --- | --- |
|  | **Business Analytics** | **UI/UX Design** | **Project Management** | **Development and QA** |
| % Of Total Cost | 10% | 15% | 15% | 60% |
| Total Cost | $8,000 | $12,000 | $12,000 | $48,000 |

The business analytics cost would encompass the cost for different advertising campaigns including conferences to ensure that the app is profitable. Also included would be the logistics of getting the app to users, which could also be done with the help of the project manager. The remaining costs are associated with the cost of paying people to write the code, maintaining the code and ensuring its quality, and managing the overall project. There will also be cost for securing a larger database if we want cloud storage or web application storage rather than just local storage. There is also a $99/year fee to get an app onto the ios app store, but this cost is minimal in comparison to the overall cost of the project.