For the purposes of this project, we created our website that is built based on the requirements. If we were to work towards making this into an app that is available on the app store or other such platforms, with additional features and functionalities, that is where the maintenance aspect will be more applicable. As is evident with the highest selling apps out on multiple platforms, maintenance costs take up a big part of the app to ensure it holds its high standing.

As the article by Chomko suggests, it takes 20% of the original development cost to maintain the app. In our situation, in the deployment plan documentation, we estimated the development cost to be roughly $80,000, which means our maintenance costs would estimate around $16,000. Now, even though this is on the higher side price wise, the quality of the maintenance is ideal to maintain the product standing for the next year.

However, this is just the cost of maintaining the features. There are additional costs we must consider such as the fees for server/ domain names, fees for distribution platform and costs for hiring developers. In our first year, our focus is to introduce the app to the two most popular platforms app store and play store to see how the app performs. Since there are a lot of users on these two platforms, we are sure of getting good feedback positive and negative. We want to evaluate our further goals based on this. If our app flourishes within the first year, we want to build our website further by adding a domain name. Additionally, as the workload of tasks and changes increases is when we plan to hire more developers. For the time being, we plan to manage everything as a team. That leaves us with the platform charges. For the platforms, the article by Akole discusses how the app store and play store charge 30% commission on the apps. Assuming we earn $500,000 through the app store, Apple will receive $150,000. Same applies for play store. However, if we have a subscription option for the users, then the charge drops down to 15% as per the article. If we consider our earnings of $500,000 again, then Apple will receive $75,000. Again, the same is applied for the play store. This saves us a lot. Since we plan to use both platforms, 30% for each is quite high to start with. We only make a profit of $200,000 and the rest, $300,000, go to the platforms. Whereas, if we have subscriptions, we make a profit of $350,000 and only $150,000 go to the platforms.

Therefore, our total cost to maintain our app for one year will be $166,000. Throughout the first year, our main spending is on platform commissions and updates maintenance. Our goal is to make this app the choice of all the users. We want to see how everything works out in the initial year. Based on our success, we plan to add more options such as other platforms, domain for website, hiring more developers etc.