

Deployment plan (500-700 words - 5%)

- What are the steps required to deploy your project?
- Who is the potential market?
- What will it cost to deploy it?
- Example costs:
 - app store costs
 - costs to get your game on XboxLive
 - costs to print disks for distribution
 - costs to buy domains
 - costs to attend conventions and conference and set up booths

In software engineering, deployment can be summarized as the combination of software elements that come together to make the code into a usable product. Thanks to the engine that the game is built on (Unity engine) the game is very simply deployed. Next after deployment, our team's plan would be to put our application onto a mobile game store such as Steam. The engine has a built-in "build" feature and then the game is ready to be played. This is a huge advantage our team has over competition that built games not using an engine because it makes deployment much simpler.

The first potential market for our game is the casual player of applications. This game would of course appeal to the casual gamer because it is simple to play and does not require much skill in the beginning of the game due to the multiple levels of difficulty. The second market we would appeal to is competitive gaming. The leaderboard feature of the game allows players to compete with one another. This is how we could appeal to the competition aspect of gaming.

Next, the cost of deployment will not be very high. The application would not have any disks because it does not have the necessity due to the small size of the application. Furthermore, this game is made for competitions between groups and does not have a very deep story. This means of course that all data can be stored on the player's computer. This lowers deployment cost significantly because we do not have to pay for servers or any other method of storing player

information. As for getting the game on Steam, there is a \$100 fee for submitting a game for review. This is the only fee for applying to be in the store, and the fee can be refunded after the game makes \$1,000 in sales. This is of course to prevent people from submitting too many games at once. After that fee is paid and we submit the description and trailer of our game, we would simply upload the final build of the game and Steam would take care of the rest.

Once again, in the end our deployment would not be very expensive. We would use Steam because it is one of the most cost-effective options for independent developers to get their application into the hands of consumers. Furthermore, it is one of the quickest and least legally binding options for independent developers. This game could appeal to a large market of casual and competitive gamers who either want to compete with friends and family or just see the best score they can get on their own. Lastly, the build of the project is very simple thanks to the complex game engine that the application is built on.