

Team Rocket’s

Maintenance Plan

I. Introduction

In order to maintain our Unity game Block Bloque for the next year, our team needs to investigate costs for hiring developers, YouTube advertising, and fees for app store and CD distribution.  Our team decided that making Block Bloque into an Android App is the best method of distribution to the public to ensure success of the game. Depending on the popularity of the game, we may even develop through Apple App store, Google Play store, and Xbox Live.  In order to upkeep the app, we also need to hire a developer who will continue to create more levels for the game and boost up the Block Bloque hype. In order to build up app popularity, our team will make promo ads to stream on social media like YouTube and make review forums that will be frequently checked and updated. To fulfill our maintenance plan of Block Bloque for the next year, our team needs to do extensive research to keep up to date on annual fees for app distribution and properly hire developers.

II. Distribution Fees

The main annual fees for Block Bloque maintenance consists of platform distribution fees.  Our team plans on developing with Android and distributing the game through the Android   
App store. These fees can cost from free up to matching the $99 yearly fee that the Apple App Store costs.  Both Android and Apple would take 30% of our profits from the game. In order to build popularity, my team decided that our app will start out as a free game but contain in game purchases to make a profit.  This technique will draw attention to our app since anyone can try it out for fun. Once sufficient popularity has been built, our team may also expand through the Google play store since it is only a $25 yearly fee and the Apple app store which is a $99 yearly fee. A further expansion to Xbox Live would cost anywhere from $20 - $100 as a one-time fee. Costs to distribute disks to support this Xbox Live launch would cost $3 at the most, but costs would decrease with the amount of disks ordered. Based on the popularity of our game, we speculate we would need 5000 physical copies, which would add about $5000 to our total costs. An expansion to a web app would require domain names. Costs to purchase and maintain this domain, costs about $15 per year. These distribution fees would ensure that our game will be readily available to the public for the whole year.

III. Developer Fees

The hiring of a developer is another task to maintain our game, Block Bloque, for a year.  The average wage for hiring and paying a developer varies depending on the amount of time the developer is needed for the job.  If the company only wants to hire when required, they would need to pay the developer $20/hr with a minimum of one week hire (40 hrs) and total payment in advance. To hire a developer for two weeks full time (80 hrs,) the company would need to pay the developer about $1500 with 50% initial payment and the other 50% at the end. Our team would hire a developer full time for the year, costing us about $500/ week or about $26000/ year.  Our team would follow the tips given to ensure that we hire a solid developer to bring onto our project. Hiring a developer would cost our team $26000, ensuring that the developer will continue to improve upon our game throughout the year.

IV. Advertising and Maintaining the Game

Once my team has hired a developer, we will enact the next phase of our plan to continue to build up game hype.  The developer will be in charge of maintaining ads for social media platforms and you tube, respond to and update user forums, and create new levels.  In order to get the word out about our game, we will start advertising on YouTube. This will cost about $10/day, making a total of $3650 for a whole year of advertisement.  The user forums is a place where the game players can post their comments (both good and bad) to give us feedback about our game through either the Apple, Android, or Google Play Store.  The user will also be asked during the game to rate their whole experience on a five star scale, so we can take the feedback and improve upon Block Bloque. These plans will keep Block Bloque relevant throughout the year and will be the job of the web developer to maintain.

V. Total Cost for One Year of Maintenance

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| **Maintenance** | **Cost** |
| Web Domain | $15 |
| Xbox Live Launch | $50 |
| Distribution of Disks | $5000 |
| Android app store | $99 |
| Apple app store | $99 |
| Google play store | $25 |
| Developer | $26000 |
| YouTube Advertising | $3650 |
| Total | $34938 |

VI. Conclusion

In order to maintain our game Block Bloque for a year, my team needs to invest in platform distributions, hiring a developer, and advertising to promote the game hype.  The first step of our maintenance plan is to pay the yearly fees for the Xbox Live, Android, and Apple app store and CD cost for game distribution. Our game will start out as free to encourage the public to try it out with some in app expenses.  We may also expand onto the Google Play Store with if the app is successful. The second step is to hire a developer for the year at $26000. The developer will then help us commence our final maintenance plan step which is to advertise the game on social media and YouTube, respond to user feedback from forums, and update levels. This three step maintenance plan will help keep Block Bloque relevant and ensure success over the next year, costing a total of $34,938.

Works Cited

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