

Deployment Plan:

The first step in deploying our project would be to sell the program itself on a website that sells programs such as Codester. That way we can make money off the game while making it easy to access. Since our project is written in C++ there is no way to deploy the game on a website. The only way that people can access this is through a way to run it on their own machines. Another way that we could deploy the game is to use the C++ code and convert it into an application on the app store. Most successful applications nowadays are free games that contain either ads or in app purchases to make money off the game. Our plan would be to deploy the app on the store for free but have ads within the game to make money. We can also give the customer the option of buying the full version of the game which would make the game ad free. The game is designed to be a simple version of the game Blackjack for people to learn how to play and to learn the rules of the game. Our audience would mainly be people who are new to the game of Blackjack and want to experience the fun that is Blackjack without having any of the stakes involved with playing the game. It will give the user an experience of a casino like game without having to physically be at the casino. I expect the age range of our audience to be somewhere between 10-30. I think that younger people will enjoy this game because it doesn't involve gambling but show how the fun game of blackjack works. In the same sense newcomers who want to practice their skills to get better for when they go to casino have the option to do that as well. The cost of deploying the application is different based on which route we choose for deployment. If we are to choose to deploy the app on the apple App Store it requires us to have a subscription to be an apple developer. The cost is \$99 per year meaning that if we also want to maintain the app on the app store it will cost more. If we also want to deploy it on the Google Play Store that is a different cost. It is a one-time payment of \$25 to hold a google developer account. So, if we choose the route of deploying it on both it will cost more but if we must choose between the two the Google Play Store is the better option because of its lower price of deployment. If we choose the other route by selling the program on Codester we must pay a 30% royalty per purchase of our program. This means whatever price we set we will receive 70% of the sale per sale. The choice between the two are not clear. In order to choose we will have to map out our projected sales and see what the estimated profit would be based on the different situations.