Deployment Plan

The purpose of this document is to define a plan for the deployment the Keyboard Hero rhythm game. Keyboard Hero is developed by the Official Fortran Fanclub. This document includes a summary of the Keyboard Hero project, an overview of the deployment plan, an overview of the promotion strategy, risk assessment of the Keyboard Hero project and estimated costs of deployment.

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| **Project Summary** | | |
| **Project Name** | | **Date Initiated** |
| Keyboard Hero | | October 24, 2018 |
| **Description of Project** | | |
| Keyboard Hero is a functionally generated rhythm game. The user selects any song, for which a beatmap is automatically generated. The user may also choose from two modes of play, Classic Mode and OSU Mode. It will have both a physical and digital release. | | |
| **Development Team** | | |
| Official Fortran Fanclub | | |
| **Team Members** | | |
| **Name** | **Phone** | **Project Domain** |
| Sydney Combs | \*\*\*-\*\*\*-\*\*\*\* | Gameplay |
| Daniel Gonzalez | \*\*\*-\*\*\*-\*\*\*\* | Buttons, scoring |
| Daniel Hidalgo | \*\*\*-\*\*\*-\*\*\*\* | Beatmap generation |
| Nathan Pelletier | \*\*\*-\*\*\*-\*\*\*\* | Menus |
| **Estimated Completion Date** | | **Estimated Deployment Date** |
| January 15, 2019 | | February 15, 2019 |

The following table gives an overview of the deployment plan, include release schedule, release locations, and a description of the deployment plan as well as benefits and risks associated with this approach.

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| **Deployment Overview** | | |
| **Schedule** | **Dates** | |
| Product finalization | January 1, 2019 | |
| Employee training | January 15, 2019 | |
| Pre-release | February 1, 2019 | |
| Physical release (in stores) | February 15, 2019 | |
| Digital release | February 15, 2019 | |
| **Locations** | | |
| Retailers | | Best Buy |
| Walmart |
| Target |
| Digital release | | Official Fortran Fanclub Website |
| **Description of Deployment** | | |
| Keyboard Hero will be released digitally via the Official Fortran Fanclub website as well as physically in Walmart, Target, and Best Buy. It will be available for pre-order two weeks before official release, accompanied by a general marketing and social media campaign. A second marketing campaign will continue from the release date for a two week duration. | | |
| **Benefits of Deployment Plan** | | |
| To encourage maximum sales, the main marketing push will occur during the same period of time as pre-order. After the general release date, the second campaign will encourage further sales. | | |
| **Risks Associated with Deployment Plan** | | |
| If marketing campaign fails to attract consumers, will not succeed. If the product itself fails to gain an audience, will not succeed. Probability of latter outcome is low if marketing campaign succeeds because rhythm game audience is stable. | | |
| **Risk Mitigation** | | |
| Aggressive social media campaign aimed at a younger audience, for which such a campaign is likely to catch on. | | |

The following table details the promotion and marketing strategy for deployment, which is based on social media advertising and engagement. The strategy is based on the assumption that the target audience is most active on these social media websites.

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| **Promotion Strategy** | |
| **Marketing Campaign** | |
| Advertising | Social media advertising on the following social networking sites: |
| Twitter |
| Instagram |
| Facebook |
| Youtube ad campaign | Video advertising on Youtube |
| **Social Media Engagement** | |
| Twitter | Maintain active and personable social media presence and engage with social media users. |
| Instagram |
| Facebook |
| YouTube |

The following table is an assessment of risks associated with the distribution of Keyboard Hero and strategies for risk mitigation.

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| **Risks** | | | |
| **Risk** | **Probability (High/Med/Low)** | **Impact (High/Med/Low)** | **Strategy** |
| Minor Bugs | Med | Low | Once enough problems have been discovered, release update with resolved problems |
| Major Bugs | Low | High | Release update to resolve problem as quickly as possible |
| Possibility of legal difficulties | Low | High | Legal response |

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| **Costs** | |
| **Employee Costs** | |
| Developer Salaries | 80,000.00$/year |
| Support (Hourly) | $15.00/hr |
| Social Media Intern (Hourly) | $15.00/hr |
| **Training** | |
| Support | $15.00/hr (same as hourly) |
| Social Media Intern | $15.00/hr (same as hourly) |
| **Licensing** | |
| Pygame | Under GNU Lesser General Public License |
| **Distribution** | |
| Website (Amazon Web Hosting) | $77.00/month |
| Print disks | $12,400.00/20,000 disks |
| **Marketing** | |
| **Social Media Advertising** | |
| Youtube | $3,000.00 |
| Advertisement video | $5,000.00 |
| Facebook | $3.90/1000 impressions |
| Instagram | $6.70/1000 views |
| Twitter (promoted tweets) | $4.00/engagement |

**Sources**

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4. Pygame licensing: <https://www.pygame.org/wiki/about>
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7. Cost of printing disks: <http://www.quickturnduplication.com/html/pricing.php>
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