

Deployment Plan

Get Rid Of It

Table of Contents

A. GENERAL INFORMATION:..... 3
 1.1 System Overview3
B. Step One 4
C. Step Two 5
D. Step Three..... 5
E. Step Four 6
F. Step Five 6
G. Step Six 6
H. Step Seven..... 7
I. Step Eight..... 7

A. GENERAL INFORMATION:

1.1 System Overview

Our deployment plan will be broken up into 8 major steps, outlined below. These will be discussed in further details among the following pages.

1. Move our site to its permanent domain
2. Create a short add
3. Begin Facebook marketing
4. Create consistent payment method
5. Create a new LLC or register with existing
6. Hire employee to watch the site
7. Link to our mobile app
8. Test the site

Note: Our product owner is Christian Lyche, he currently owns the domain for Get Rid of It, as well as working with Inersche, his marketing group. All prices for Facebook advertising, site updates, and add creations are reflective of Inersche's pricing. All references in this manual to the product owner refer to Christian Lyche.

B. Step One

The first and most important step is for us to purchase the domain name on which to run our site. After purchasing this domain, we must choose a service to host our website. Christian Lyche, the owner of Gold Standard Auctions, the parent company to Get Rid of It, has already purchased the domain name GetRidOfIt.com. It made the most sense to buy this name because it's the name of the company and would be the easiest for potential customers to use. After finding the owner of the site, which had already been purchased, our product owner negotiated on the price of the domain and purchased it for \$6,000 USD. Currently the domain has an old site on it, one which will be replaced by the one created by our software team.

The second part of step one is finding a service to host our site. Our team has decided to use GoDaddy to host our site in part because of its price and in part because of the database storage that comes with a monthly hosting subscription. GoDaddy will cost \$8 per month and will provide Get Rid of It with 100GB of storage. The team estimated (from looking at the pictures we placed into our KU-provided database) that each picture will take up roughly 200 Kibibytes. The team wanted to be sure that a minimum of 10,000 items could be sold on the site per month, converting to roughly 2.048GB. It is clear to see that GoDaddy will provide the site with far more storage space than it will need.

<https://www.godaddy.com/hosting/web-hosting>

Once the GoDaddy subscription has been purchased and our site is running, we will need to create new tables in the database provided by GoDaddy, one to handle and store user information and another to handle the admin side of our site. This code is already written, it will simply need to be replicated on a different database.

C. Step Two

Step two involves creating an advertisement for our site. This will need to include both a static and a video advertisement. The static advertisement will be used in Facebook advertising where it will show up on the feeds of targeted individuals. The second ad will need to be a video add, which can be run on YouTube Videos or a variety of other sites, a short ad which describes the site and its relevance. This ad may eventually be placed on our site if it helps users to navigate and understand the site.

Before either ad can be created a logo must be created. The future logo for this site will resemble a person throwing money into the garbage, representing the money that can be made by selling one's things on Get Rid of It instead of throwing them away.

Our product owner currently uses Inersche for his marketing needs on his other sites, and will continue to use them for Get Rid of It. They have a \$2,000 monthly subscription charge and will charge an additional \$100 to design the logo, and \$300 to create the 30 second video advertisement. Seeing as they are already the marketing group Christian Lyche uses, the only additional cost brought on by our site is \$400.

D. Step Three

The third step will be registering Get Rid of It either as a subsidiary company under it's parent company Gold Standard Auctions, or to create a new LLC for Get Rid of It. Once the company is registered it can begin to keep records and file it's taxes. The company will most likely be filed as a new LLC in the state of Kansas, incurring a \$160 filing fee.

E. Step Four

Step 4 will require hiring an employee to watch after the site. Our product owner currently has 4 full-time employees working at a physical store he owns in Dallas, Texas. For the time being, as long as traffic is low the product owner can simply allocate one of his already-existing employees to look after the site. If the site begins to pick up too much traffic, however; a new employee whose sole responsibility is looking after the site will need to be hired.

F. Step Five

The fifth step before the website can be large-scale released to the public is for the site to be tested by actual users, and have their feedback taken into consideration. Our product owner plans to do this by paying 25 participants \$20 each (a total of \$500) to use the app and try to sell an item. After they have submitted their item, they will receive surveys to provide feedback about their experience. This could be anything from “the site appeared too cluttered” to “it took too long to receive an offer.” We believe that small-scale user testing is the best way to gauge how effective the site is, and how easy it will be for potential future users to navigate.

G. Step Six

The sixth step will be targeted Facebook Advertising. The marketing group used by Christian Lyche charges \$5,000 in exchange for 20,000 Facebook “impressions” meaning that the advertisement will show up on the Facebook feeds of 20,000 Facebook users. The demographics of those reached by these ads can be chosen prior to the ad being aired. For this reason, Get Rid of It will start by advertising to 20,000 individuals who represent demographics of this country. In other words, the number of people who see the ad based on their race, gender, and age will

closely resemble those populations in the country. After one round of advertisements has been run, data will be kept on the demographics of the users who followed the advertisement to the site, and this data will be used in future user-target decisions. For example, if it is noticed that women above the age of 40 are significantly more likely to follow a link to the site than women below the age of 25, then the second round of advertising will target women over 40, and spend less targeting women under 25, in an effort to reach more potential users of our product.

H. Step Seven

Step seven will be establishing a consistent payment method by which users will be compensated for the items they submit. As it stands, we will message the users about their items and ask how they would like to be payed, in the form of a cashiers check, wire transfer, PayPal, etc. This becomes impractical when the number of users begins to rise, so it would make sense to create a more permanent payment method. This could be as simple as deciding that all items will be paid for with a check, then creating a bank account specifically for Get Rid of It. The reason this step comes after advertising is that we would like to see what payment method users prefer. If we notice that most users prefer a certain type of payment we may make that our only payment method.

I. Step Eight

One of the larger tasks needed to commercialize this business is linking the website to the mobile phone application that has already been built. This will be our final step because the website is able to function on its own without the mobile ap. The product owner contracted a software developer to build a mobile application for IOS for Get Rid of It. The mobile app has not been pushed to the App store yet, and still needs to be registered. Before the website or the mobile app

are published, it would make sense to link the two, allowing users to follow one to the other, and making sure they look the same. This would entail matching all the color schemes, logos, and layout of the pages so that a new user familiar with one can quickly become familiar with the other. It would also include linking the back end database space between the two, so if a user submits an item on their mobile app they can see that item when they log into the website and vice versa.

Total Cost of Deployment:

GoDaddy + Employee + FaceBook ads + LLC registration cost + ad creation + user trial

\$8 + \$500 + \$5000 + \$160 + \$400 + \$500

= \$6,728 Total Deployment Cost