Monster's Inc.

Deployment Plan for Roomie

12/7/2017

With the beta application created for Roomie, the next stage is to develop an appropriate deployment plan to bring the app to the market. This document will outline Monster's Inc. deployment plan for Roomie.

## Stage I - Preparing for launch

Before the application can be submitted to the market, prerequisite actions need to take place ensuring the success of Roomie. The first step in this process in ensuring the Roomie passes Apple's App Store Guidelines. A summary of the guidelines outlining important details will be highlighted below, along with the items already completed and the items needed to be completed prior to deployment. Additionally, the development team will need to peruse the document to ensure all criteria is met prior to submitting the application to the app store.

### Guidelines

1. Safety

- App does not provide offensive/dangerous content that my be upsetting to the users.
- App does not provide any physical harm to the user.

In its current stage, Roomie should pass all safety tests. Additional analysis is recommended to save ensure successful deployment of the project. Roomie at its current state does not have any offensive/dangerous content, so if it were to fail a safety check, it would be in the projects integration with hardware

2. Performance

- app tested for bugs
- app completeness
- accurate metadata

- hardware compatibility

- software requirements

The app has been tested for bugs and crashes. Unit testing has been developed to ensure successful functioning of the application. Further hardware compatibility checks will be needed to perform. The application works on a simulator, but it will need to be tested on different iPhone models to ensure it meets hardware requirements. Accurate metadata will be created at the later stage of the deployment process. The team will just need to be sure that the provided information is truthful and accurate following Apple's guidelines.

## 3. Business

In summary, Apple requires that the business model provided for the application is clearly stated in the apps metadata. The app store will also deny submission of the application if they find that any sort of review tampering has been done. Currently, no business model has been established by Monster's Inc. The app looks to be a free medium to allow roommates to communicate more effectively. In the case that the app is a hit, a further expansion plan will be adopted outlining the business strategy utilized at that point in time.

## 4. Design

Apple requires a that the app's design has not been copied. The link toward the guidelines establishes the minimum design requirements that need to be met for an app to be accepted into the app store. Currently, Roomie passes all design requirements necessary.

## 5. Legal

The legal requirements are standard. To our current knowledge, Roomie satisfies all legal requirements. Prior to deployment, it is recommended that Monster's Inc. meets with a legal team to try and prevent further complications down the road.

## 6. General

Once the Monster's Inc. team decides that Roomie meets all the requirements, they will need to set up an Apple Developer program account. This can be done at the link below.

https://developer.apple.com/programs/

For the organization to create an Apple Developer program account, it will need the following information:
**A D-U-N-S® Number**
**Legal Entity Status**
**Legal Binding Authority**

Given that Monster's Inc. is composed of college students and is not yet a legal, business entity, it is more likely that rather than setting up an organization Apple Developer account, an individual account is developed instead. For the individual account, all that is needed is an apple id. **This account will cost $99 a year**, so the team will have to decide how they will raise the appropriate funding to launch the app. Legal action will likely take place in the case that the app is published through a person's apple ID. In the case that a business model is later established to generate revenue, protection will need to be developed to protect equity rights for the product.

To finish off the prerequisite phase prior to submission, application information will need to be documented into iTunes Connect. iTunes connect will store all the metadata about the application. The information in iTunes connect will need to follow the guidelines listed above to ensure acceptance of the application into the app store. More information regarding preparing the app for submission can be read in the following link:

https://developer.apple.com/library/content/documentation/IDEs/Conceptual/AppDistributionGuide/SubmittingYourApp/SubmittingYourApp.html.

## **Stage 2 - Submitting Roomie to the App Store**

After the app has completed Stage 1, it is ready to then be submit to the app store. To submit the application, the following steps must be completed:

1. Create an iTunes Connect app record
2. Configure XCode project for distribution
3. Archive the app
4. Upload the app
5. Submit Version for Review
6. Release

Detailed information regarding the steps above can be found in the link below.

https://clearbridgemobile.com/how-to-submit-an-app-to-the-app-store-updated/

A brief explanation of the various steps will be provided below including to analysis specific to Roomie.

1. Create an iTunes Connect app record

This step should have been completed in the initialization phase. If not, it can be completed here. It is important that this information is filled out as without it the app won't be accepted by apple. More information regarding this step can be found at the below link.

https://developer.apple.com/library/content/documentation/LanguagesUtilities/Conceptual/iTunesConnect _Guide/Chapters/CreatingiTunesConnectRecord.html#//apple_ref/doc/uid/TP40011225-CH13

2. Configure XCode Project for Distribution

In this step, the team will need to set the Identity, Team, and Bundle ID creating a provision profile, set version number, and release string. More information regarding this step can be accessed through the link below.

https://developer.apple.com/library/content/documentation/IDEs/Conceptual/AppDistributionGuide/ConfiguringYourApp/ConfiguringYourApp.html#//apple_ref/doc/uid/TP40012582-CH28-SW18

3. Archive the App

Archiving the app through XCode will allow Monster's Inc. to build and store the app, along with critical debugging information, in a bundle that's managed by XCode. A detailed outline of this step can be followed through the link provided below.

https://developer.apple.com/library/content/documentation/IDEs/Conceptual/AppDistributionGuide/ConfiguringYourApp/ConfiguringYourApp.html#//apple_ref/doc/uid/TP40012582-CH28-SW18

4. Upload the App

To upload the app, follow the step below taken from https://clearbridgemobile.com/how-to-submit-an-app-to-the-app-store-updated/.

"To upload your app to iTunes, Connect, in the Archives organizer select the archive you want to upload, and click "Upload to app Store" Provisioning Profiles are packages with iOS apps so users' devices can install them".

5. Submit Version for Review

Before the application will get placed on the app store, it will have to be reviewed by the Apple team to ensure that it meets the criteria outlined in Stage 1 of this deployment plan. If Stage 1 has been completed as expected, Roomie should easily pass this stage of the process. In the case that the app is not approved, Monster's Inc. will assess the notes provided by apple's team and will change what is needed so it can have a successful launch. App review will take approximately 2-3 days.

6. Release

One this stage is achieved; the app should be on the app store. At this point it is time to open non-alcoholic Champaign and celebrate the mini victory.

## Stage 3 - Next Stages in Roomie's Development

1. Evaluating Customer Feedback

Once the application is on the app store, it will be open to the public as a free app open to anyone with an iPhone. In this process, hopefully Roomie will be able to develop a customer base to support the beta stages of the app. In this early process, Monster's Inc. can get user feedback on the application, and more information on what users like and disliked about the app. Additionally, Monster's Inc. can set up firebase's advanced analytics feature providing advanced data usage statistics for the app. The beta stage of Roomie's lifecycle is estimated to last approximately 6 months to a year, allowing for sufficient time to build the brand's name and acquire enough users for productive feedback.

During the beta stages described above, the development will keep updating Roomie to meet with consumer expectations. More details about the price analysis for hiring developers and maintaining the current application can be found in Monster's Inc.'s Maintenance plan. While the developers are maintaining the current version of Roomie, they will be also looking to add additional features for Roomie's "full access" mode that is expected to launch in the next year. This mode will have additional features, and will introduce integrate a business model into Roomie.

2. Adaptive Business Model

Once the full access version of Roomie is available, the app structure will change in that it will now look to make revenues. Roomie will offer two versions: the full version and the lite version. The lite version will be what is offered now along with bug fixes and minor changes that are fixed during the beta phase. The full version will offer all the feature from the lite version, but will also allow users to access the additional features the development team will be working on in the next year. These features include advanced task features specific for different tasks, for example, a page to track electricity payments, a page to keep track of whose turn it is to take out the trash/do the dishes, etc… Users of the lite version will be allowed to start out with a 30-day free trial of the full version, which will expire after 30 days of use. This Business to Consumer model will allow Monster's Inc. to generate revenue while also building upon their customer base.