**XelaPlanner: App Launch Plan**

**Introduction**

This document outlines the launch plan for XelaPlanner, a calendar and scheduling application designed to support users in organizing their daily lives. The purpose of this plan is to prepare the app for release on the Google Play Store by addressing all necessary components, including testing, compliance, store presence, and monetization. Launching an app involves much more than simply finishing the code. It requires careful attention to quality, stability, security, and presentation to meet the expectations of users and the requirements of Google.

**Pre-Launch Preparation and Testing Strategy**

A common misconception among new developers is that once an app’s main features are coded, the product is nearly ready for release. In reality, the final stage of development is often the most demanding, since it requires refining the app to meet professional standards. To prepare XelaPlanner for launch, a combination of personal testing, professional tools, and compliance steps will be used.

The first stage will be internal testing through daily use, often called “dogfooding.” By using XelaPlanner as a primary scheduling tool, it will be possible to identify bugs, performance issues, and user experience flaws that may not appear in limited test sessions. This hands-on approach is one of the most effective ways to reveal practical problems before public release.

In addition to manual use, automated tools will play an important role. Firebase Crashlytics will be integrated for real-time crash reporting, which allows issues to be identified and addressed quickly. To ensure that XelaPlanner functions properly across the wide variety of Android devices, Firebase Test Lab will be used to test on both virtual and physical devices. Android Studio’s Profiler will also be employed to monitor performance, paying close attention to memory usage, CPU load, and battery consumption. As part of the final build process, a complete lint check will be run to catch code quality issues, and all warnings will be resolved to deliver the highest possible level of reliability.

Another key step in Google’s process for new developers is the closed testing phase, which requires at least twelve testers (was twenty testers until 2024) using the app continuously for fourteen days. Organizing and managing this group will be a major logistical task, but it is essential to pass Google’s baseline quality standards. This step helps ensure that apps are stable before they reach the public.

Compliance is another important part of pre-launch preparation. XelaPlanner will include a Terms of Service and Privacy Policy written specifically for the way the app manages user data. An internal audit will be conducted to confirm that the policy accurately reflects all data practices. At this stage, XelaPlanner collects very little sensitive information, but the plan recognizes that future features could introduce new requirements. For example, advanced data handling might eventually trigger the need for a CASA audit. These audits can be time-consuming and expensive, so considering them now ensures that the app is better prepared for growth.

**App Store Presence**

To attract users in the Play Store, XelaPlanner needs a professional visual identity and a clear, appealing description. The app icon will feature a modern and minimal design built around a stylized “X” from the Xelafy brand that I am building with my other apps. This will be paired with a simple calendar grid or checkmark element. The design will use a professional but vibrant color scheme to make the icon easy to recognize and visually appealing on a device’s home screen.

The Play Store description will be written to connect with the needs of users. It will begin with a hook that highlights the value of the app: “Tired of juggling a chaotic schedule? XelaPlanner is your reliable tool for organizing your life.” It will then describe key features, including the interactive calendar, the agenda view, fast event entry, customizable categories, and reliable reminders. The description will close with a call to action: “Take control of your time. Download XelaPlanner today and start planning with clarity.”

**Technical Specifications**

XelaPlanner will support devices running Android 8.0 Oreo (API 26) and higher. This ensures that more than 90% of active devices are able to run the app, while the targetSdkVersion will be set to API 34 to align with the latest Android security and performance standards.

Permissions will be kept to a minimum. The app will request only what is necessary to provide its core functions. Specifically, the manifest will include POST\_NOTIFICATIONS, required on Android 13 and above for event reminders, and SEND\_SMS, which is needed only if users choose to enable SMS reminders. No other permissions will be requested. This approach demonstrates a commitment to respecting user privacy and prepares the app to justify its requests during Google Play’s review process.

**Monetization Strategy**

For XelaPlanner, the best approach is a simple one-time purchase model. The app will be offered for $0.99 as a paid download on the Google Play Store. This price point keeps the app affordable while providing a clear and sustainable way to support its development.

This model is a better fit than ads or a freemium structure. With an app that people rely on to manage their schedules, ads would only get in the way and create unnecessary distractions. At the same time, XelaPlanner is designed to be lightweight and focused on core features, so dividing functionality between free and premium tiers would not provide much added value to users. Instead, charging a small one-time fee ensures that users get the complete, reliable experience they expect from the start. By choosing this approach, XelaPlanner communicates a clear value proposition: one purchase, no interruptions, and no hidden costs. It also helps build trust with users who want a straightforward, dependable tool for organizing their time.