Alex Hudson

Option: Event Tracking App

Launch Plan:

For starters, his app will be designed to handle the events, notify the user through SMS notifications, and later on, be able to pull event, appointments, and other important dates from the user’s email, similar to Google with Gmail. To also describe the app, the app will allow for a user to describe each event and important date to ensure that the user knows what those dates are for and when to begin planning for that event. The app will be displayed as a calendar, as this would be the most fitting for the app’s overall purpose and design. Apart of my application, I have added some dropdown menus for adding the new date to add convenience for the users when they add a new date into the app. There is also a means to have multiple accounts on the application as well for the added aid to other users of the app on the same phone. There is one permission for the app and one possible one for later uses: notifications permission and accessing emails permission. For the notification’s permission, this is the important one that will be necessary for the app’s design. In order for the user to know when the event they have added is coming up soon, the notifications must be allowed so the user can be prepared. Also, the app can have a means to set up when you wish to be notified. For the accessing emails permission, to be able to see the emails where events are upcoming, this permission should be enabled. Enabling this when it is added will allow a user to have an added convenience of not having to add the important date to the app. The rest of the permissions will be disabled for security concerns and privacy issues. The permissions stated are the only needed ones and the rest pose no added benefit. For reference, these permissions include but are not limited too recording audio, video, camera access, and access to contacts. The app’s version will be starting out at android 10 to ensure that older devices can use this app as well. This app will be set up as well to run on any device from android 10 to the latest version of android 13. MY monetization plan is to have ads and a one-time payment to remove them. For the ads, there will be both banner ads on the top and bottom of the screen, with enough room to be able to close the app at any time. These ads will be from anyone from the mobile games, to apps like Facebook, Instagram, Twitter, TikTok, and YouTube and can contain a variety of family friendly content for the ads. The one-time payment will be $3 to remove the banner ads, but will provide no added benefit. Due to this, the ads may not get removed from the app, as I feel that the benefits of the purchase holds no weight on the app.