

App Launch Plan

App Description

My_Inventory_App tracks and updates items stored in a warehouse by authorized users to know how much of the warehoused items are available and get notified for items running out of stock.

Different kinds of users managing an inventory of items may use the app including a grocer, a warehouse manager, and a shopkeeper. The user personas below may be assumed:

- Ada is a family grocer who needs an inventory app to quickly keep track of available grocery items while purchasing them and while they are used to avoid unnecessary purchases.
- Mark is a business manager who needs an inventory app to keep track of available warehouse items and track delivered stocks to anticipate clients restocking needs and prepare reports.
- Dennis is a shopkeeper who needs to keep track of store inventory and order resupplies as soon as possible.

All users will need to have an Android device to use the app. To catch the attention of prospective users browsing through many attention-seeking apps on the app store and quickly illustrate its purpose, My_Inventory_App will use a colorful inventory icon.

Android Version

My_Inventory_App successfully runs on Pie, Android 9.0 API 28. The latest version of is UpsideDownCake, Android 14.0 API 34 which currently runs on only about 1% of Android devices. Android Pie however supports up to 86.4% of Android devices which makes it a good choice for reaching as much users as possible.

Permissions

My_Inventory_App will ask users permission to SMS notifications to inform users when the quantity of an inventory item is low or out-of-stock. Users can opt in or out of the permission without impacting app functionality, but users are encouraged to use the notification option to use the app more effectively.

Monetization

My_Inventory_App is an app that will be utilized to add value either personally or for business purposes, the app will therefore be monetized. My monetization strategy for the app is to offer it for free download and tried for 30 days, after which the user must purchase the app to continue using it.