**App Launch Plan: #2 Event Tracking**

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**‌What will be included in your app’s description, and what kind of icon will best represent your app once it is made available in the app store?**

My app description will first mention the target audience of people who will use my Event Tracking app. The overarching purpose of this app is to enable users to track the dates of different events. This is important so that the users can ensure they are punctual, don’t miss out on any important events, and can plan accordingly. A few examples of users who will most likely utilize the event-tracking app are likely but not limited to, students, event coordinators, and business owners. Using this app students will be able to track upcoming deadlines for things like tests and homework, event coordinators will be able to keep track of their busy schedules meeting with clients and ensuring they remember to attend their events, and business owners could utilize the app to keep track of meetings and other important events in their busy life. All these users could benefit from using this app as they could quickly manage events and then forget about them until they are notified.

I would also like to include some of the main features of the app in the description. The app includes a login screen, the ability to create, read, update, and delete events, and SMS notifications for event creation and upcoming events. Once this app is made available in the app store, I believe the most suitable icon would be a calendar icon, since the entire core functionality of the app works based off the calendar and current day.

**Which versions of Android will your app run on? Have you included the most current version? Note that each version of Android introduces new components that add consideration and challenges in the development.**

The app was built using Android API 34 and will run on a minimum API of 26 (Android 8.0 Oreo). Due to build errors, I had to avoid using anything lower than API 26, so the app may not be usable on phones before the year 2017. The app uses the most current version of Android and will be compatible with new features and updates and will run on future Android versions without significant issues for years to come.

**What permissions will your app ask for? Be sure to only request permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?**

The only permissions that my app asks for are permissions to send SMS messages to the user. The SMS functionality is built so that users receive an SMS message when an event is added to the calendar and on the day that the event is scheduled. These permissions are enabled through the manifest.xml using the lines:

**<uses-permission> android:name = "android.permission.SEND\_SMS"**

AND

**<uses-feature> android:name = "android.hardware.telephony"**

**What is your plan to make money from the app? Consider whether your app will include ads and require a one-time payment or neither.**

One way I would plan to make money is with ads and a premium version of the app, which includes more features than the base version and removes ads with a one-time purchase. In the premium version I would also like to add more customization options for different themes and color-coding events. It would also be useful to allow the premium version to sync with other calendar apps and pull events from text and email notifications.