**Armando Gomez**

**CS-360-15309-M01 Mobile Architect & Programming**

**7-2 Project Three: App Launch Plan**

**Professor Bill Chan**

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**Sparkys Advanced Auto: App Launch**

**App Description:**

Sparkys Advanced Auto aims to simplify inventory control for small auto parts shops with its user-app interface that lets users effortlessly manage inventory items by adding or modifying them and viewing details at a glance. Moreover, it offers features such as alerts for low stock levels that inform store staff and managers when supplies dip below a set limit. These notifications can be sent through text messages to keep users updated when they aren't actively using the app. The design of the app emphasizes user friendliness and real-time updates for inventory management to help clerks and customers access information quickly and easily, and administrators alike can navigate through it effortlessly. The icon of the app will represent a blend of inventory management elements—perhaps a stylized combination of a wrench with a clipboard or gear symbolizing functionality. The color palette chosen will consist of vibrant contrasting colors such as red and white to ensure the icon is eye-catching and memorable in online stores.

**Supported Android Versions:**

Sparkys Advanced Auto is designed to work with versions of Android ranging from Android 7 (nicknamed Nougat and labeled as API level 24) all the way up to the latest Android 14 (labeled as API level 34). This wide compatibility ensures that the application functions smoothly on both newer devices to cater to a diverse group of users effectively. By ensuring compatibility with Android versions such as Android 7 and also staying up to date with the latest Android releases, it will allow the app to cater to users with older devices while also offering access to new features and security enhancements available in newer Android versions, like Android 12 and 13, that introduce important updates to permission management and security measures that will be thoroughly tested and optimized for smooth operation.

**Requested Permissions:**

The application will ask for the permissions it needs for its main operations while emphasizing user privacy and minimizing intrusive requests as a key focus area. The main permission needed will be for sending text messages (SEND\_SMS) so that the app can notify users about inventory levels through SMS alerts. In addition, the app will also require access to the internet for upcoming features like syncing with an online database. If the app adds functions like exporting or importing inventory data in the future, it might also seek permission for accessing storage (READ\_EXTERNAL\_STORAGE and WRITE\_EXTERNAL\_STORAGE). The application won't require access to features like audio recording or tracking your location to function properly; this approach aims to build user trust by minimizing permission requests and addressing privacy concerns effectively.

**Monetization Strategy:**

To generate revenue monetary Sparkys Advanced Auto intends to steer clear of utilizing in-app advertisements since the application caters to professional settings where advertisements might cause disruptions in operations. Instead, a one-time payment approach stands out as a viable choice, particularly given the apps usefulness in an automotive parts retail environment. This payment method could take the form of a singular payment for unrestricted access or be set up as a subscription for stores seeking access to exclusive features. Some possible extra features may consist of cloud-based inventory synchronization capabilities or improved reporting and customer management tools to consider adding to the app mix in order to cater to user needs effectively. Another approach could involve adopting a freemium model for the app where basic functions like inventory adjustments are available for free while advanced features, including automated low stock notifications and multi-user access, are offered at a premium charge for those seeking additional benefits tailored to their business demands. This strategic move reflects an understanding of the app's target market by providing adaptable options that can be tailored according to the scale and requirements of individual stores.

Sparkys Advanced Auto has a strategy in place for the market launch that covers key elements like app description refinement and icon design enhancements to cater to Android users effectively while ensuring smooth compatibility with various versions of the operating system and implementing a well thought out monetization strategy for a successful rollout.