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**Inventory App Launch Plan**

The InventoryApp is a mobile application designed to support small business owners, warehouse operators, and anyone managing basic stock or supply tracking. The app allows users to register or log in securely, add inventory items with their associated quantities, and view all stored items directly from the main screen. Users can also receive alerts about inventory using SMS functionality, assuming permission is granted. The user interface is clean, intuitive, and tested for a smooth user experience. It's simple grid-based design ensures clarity and quick interactions, especially for users managing physical items in a fast-paced environment.

The app icon will feature a minimalistic red and gray box graphic with the letter "I" in the center, symbolizing both inventory and information. This icon is clear and distinguishable on all Android screen sizes. In the app store, the InventoryApp will be described as a lightweight inventory tracking tool designed for entrepreneurs and warehouse professionals who need to manage their items without complicated features. The description will emphasize that the app is easy to use, secure, and can run entirely offline.

The app is compatible with Android 8.0 (Oreo) and higher. This decision ensures support for modern devices while maintaining compatibility with a wide range of older phones still in circulation. Android 8.0 introduced stable background execution limits and notification channels, which improves both performance and battery life. The project was developed using Android Studio with Kotlin, following standard industry practices for mobile application development. It is tested on an Android emulator with API level 33 and functions without errors.

The app requests only one permission, which is access to send SMS messages. This permission is strictly used to send test notifications related to low inventory or task reminders and is never required for the app to function. If a user chooses to deny this permission, the rest of the app works exactly the same. No additional permissions are requested, which keeps the app secure and respectful of the user’s device.

This version of the app is completely free to use and does not include any advertisements. Future updates may introduce a premium version with features like data export, cloud sync, or user roles for teams. However, this initial release is intended to be fully functional with no barriers to entry. The goal is to build trust with users and gather feedback before considering monetization options. If monetization is added later, it will likely be through a one-time payment or optional upgrade and never through invasive ads.

This launch plan ensures that the InventoryApp will be well-positioned in the app store, with clear communication to the user about what the app does, how it works, and what permissions it uses. All decisions from the technical foundation to the user interface have been made with ease of use and security in mind. The app is now ready for launch and fully meets all requirements of the development process.