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CS-360

6/27/2024

App Launch Plan

The app is able to launch in its most basic state at the moment. The only features included are adding items, removing items, and increasing or decreasing the quantity of an item using the plus or minus button. There is a user database to track individual accounts, but a full launch will require the database to be secured and not hosted locally within the app.

The description for the app would read as follows: “This app is capable of tracking inventory items for the users’ needs. You are able to add items, delete them by name, increase the quantity of an item, as well as decrease the quantity of an item. The user must create a username and password to login to the app.” I think the best icon to represent the app would be a cardboard box. This represents an app that is meant to store items and keep track of them locally.

The app is made using the most recent version of Android, API 34. This is not the best option to include a large number of users because most Android users don’t have the capability to upgrade to the latest version. For this app I think that is alright though because I was focused the most on functionality, over having access to many users.

This inventory app only requires one permission: SMS functionality. When an inventory item is low, the app can send the user a message to let them know that stock is running low, and it is time to think about getting more of that item. While the app has this functionality, it is not required to use the app. It still functions normally without it but is available for the user’s convenience.

There are a couple of options to make money with the app. The first choice is to require a one-time payment before the download. This ensures that anytime someone downloads the app I would get money. In the current state of the app though I don’t see this as a good option. It is much too minimalistic for me to justify a one-time payment of any amount. If I happened to develop more features and clean up the interface more then I would consider a one-time payment option.

Another option to make money is to show ads. One way to accomplish this is to include a banner ad at the top or bottom of the app at all times. This ensures the user always sees it enabling money to be made when someone is using the app. I don’t necessarily like this option either though because banner ads take up space within the UI and can be visually unappealing with the theme of the app. To start with though I think showing ads would be the best option.