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# CS 360 Final Project: Inventory App Launch Plan

In order to launch the Inventory Management App, we need to carefully plan how we are going to do so. This is to ensure it is ready for real-world users and can be distributed through the Android app marketplace. The app is designed to help users track their inventory efficiently. The app offers login security, user account management, and SMS alerts for low-stock notifications. This plan shows the steps and considerations necessary to prepare the app for release, including the app description and branding, compatibility across Android versions, permissions management, and a monetization strategy.

The app description will serve as a user’s first impression when browsing the app store. It will demonstrate the app’s purpose, features, and benefits in a clear and appealing way. A possible description could be: “Inventory Manager is a simple and powerful tool that helps individuals and small business owners organize and track their inventory. With secure login, low-stock alerts, and an easy-to-follow interface, managing your inventory has never been easier.” The app’s icon will be clean and professional to match its functionality. It will contain a minimalist design of a clipboard with checkmarks and boxes, something that visually communicates inventory management. The color scheme will align with the app’s interface, using calming tones such as blue or gray. Below is an example of an icon:



The app will be compatible with Android versions 8.0 (Oreo) and higher. This is going to be done this way to ensure broad accessibility while maintaining compatibility with the latest Android features. This range covers most Android devices currently in use, providing a balance between performance and user reach. The app has been tested using the Android Emulator across multiple API levels to confirm functionality and visual consistency. The app does not rely on advanced or version-specific features; however, maintaining compatibility with newer versions will allow it to benefit from security and performance improvements provided by the latest Android SDKs. Periodic updates will also ensure that the app continues to function smoothly as Android releases new versions.

When it comes to permissions, the Inventory Management App is designed to be as transparent and privacy-conscious as possible. The only permissions it requests are those necessary to send SMS messages for low-inventory notifications, and basic internet access for potential cloud database integration in future updates; however, the latter has not yet been implemented in the current version of the app. These permissions will be presented to the user when the app first launches. Importantly, if a user denies SMS permissions, the app still functions normally without this feature, allowing users to continue managing their inventory without disruption. No unnecessary permissions, such as access to the microphone, camera, or location data, are requested, ensuring that users feel secure when installing and using the app.

Finally, the monetization plan for the Inventory Management App focuses on accessibility first, with potential for revenue growth in later stages. Initially, the app will be released for free to encourage downloads and get user feedback. Once it gains traction, there are several options for monetization. A premium version in the form of a monthly or yearly subscription could be introduced with additional features such as cloud synchronization, exportable reports, and advanced analytics for small business owners. Alternatively, the app could include banner ads to generate passive revenue while keeping core functionality free for all users. These monetization approaches could provide flexibility while keeping the good customer experiences as the main selling point.

In conclusion, this app launch plan prepares the Inventory Management App for a smooth and professional market release. It ensures the app is clearly presented with an appealing description and icon, compatible with multiple Android versions, respectful of user privacy through minimal permissions, and supported by a realistic monetization approach. With these steps, the Inventory Management App will be well-positioned to provide value to users while offering opportunities for growth and sustainability in the long term.

**References:**

Inventory management vector photos and images & pictures | shutterstock. (2025, June). <https://www.shutterstock.com/search/inventory-management-vector>