7-2 Project Three:

Event Tracking App

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2/19/22

App Launch Plan

# *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?*

For an icon, I found a .png clipart of a planner, and it is shown on the main login screen as well. That icon, along with a dark gray background that matches most of the screens, is used to represent the app. For this project, I found that to be acceptable.

For a full release of an app I would likely draw out an icon myself, or commission someone to do so. This would give the app a more catchy and unique design. If this were an app that is more connected to a specific business, brand recognition would also be a major factor, and likely a business logo would be used for the icon.

# *Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.*

My app currently requires a minimum of API 28, or Android 9.0 (Pie), which is compatible with approximately 69% of devices. I did not choose the most recent (API 32), as this had a very low compatibility amount of approximately < 1%.

I think there is importance in striking a balance between what your app requires versus what works on most devices. As my app isn’t particularly complex or requires very advanced features, I chose to lower the requirements a little.

# *What permissions will your app ask for? Be sure these are only 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?*

My app currently only requires SMS notification permissions. Most other communication with the user is done via toasts to the bottom of the screen, notifying the user of decisions and changes. Permissions, like version choice, should be as minimal as necessary for the app to function.

Many permissions turn away users, particularly if they are a concern regarding privacy. As this app has one permission, and it isn’t even a requirement for functionality and strictly optional, this wouldn’t be an issue.

# *What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.*

As this app is very simplistic in design, in its current state, I don’t think monetization will be a consideration. If this app were to bring more and more features and functionality, I could see room to consider this app being a lite version and releasing a full version with said features for a small fee, or perhaps with ads, and a one-time purchase to remove them.

Monetization has to be justified and is something that should be considered as part of the design from the start. This ensures that if monetization is in the future, it doesn’t simply appear to be tacked on after the fact, or severely out of place, such as with ads.