Project Three: App Launch Plan

For this project I chose to develop an event tracking app for our client. It still requires some extra code to complete its functionality and also needs to be put through a rigorous testing process to ensure that no bugs will escape after release. As for ensuring a successful launch, several items will need to be addressed. We will need a competent app description, a visual representation for our product, version information, permissions as well as how we plan to monetize.

First for the description, something simple that clearly states what the app does would be most effective. The description can be seen below:

Do you need a way to track all of your upcoming events? Perhaps you have tried a calendar but there just isn’t enough visibility to keep you on track. With the new event tracking app by Tracky will help you keep all of those appointments at the top of mind, right when you need it.

Features:

* A way to log your events, complete with dates and details to remind you of the important things.
* An optional way to have a messaage sent via SMS text as an extra reminder so you don’t miss that special event.
* A secure login feature to keep any of your more personal details safe from data thieves.
* Delete function to remove any unneeded events past or future.

For the icon, a phone with a simplified representation of what the app would look like on the screen would be the most impactful. To further instill the potential user with our product’s organizational ability, some task-oriented imagery (a clock, calendar, checked box etc.) can be seen in the background.

Requirements for this app is a minimum android version of 28 , “Pie” with a target version of 35, “Vanilla Ice Cream”. Setting the minimum version at Pie allows our app to be compatible with just under 70 percent of all android devices. This allows us to make ourselves available to a majority of users without exposing our app to security risks or the possibility of implementing features that cannot be utilized by older devices.

Currently, the app does not require permissions from the user in order to use the app. In future iterations, with plans to access a user’s calendar or contacts, then the app will be ready to implement those changes and ask for those permissions.

The plan for monetization is to have the app to be free with ads as well as the ability to use our product add free as well as unlock certain new features with tiered subscription. If the user decides they do not want to see ads when they use our product, then a monthly subscription of $0.99 a month will be offered. The price is fairly reasonable with the option to pay for an entire year’s subscription for a discount of $10 for 12 months. Other options include capping events to a certain number in the free version and unlocking the cap for a $0.10 increase in the subscription, again factoring in a discount for those who wish to pay for the entire year.