**Module 7: Project 3 Launch Plan**

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**What will be Included:**

The app’s description highlights the key features and functionalities of the EventTracking application. The description emphasizes its simplicity and user-friendly design, allowing users to effortlessly track and manage their events. The description will explain that users can create events with titles, descriptions, dates, and times, helping them stay organized and never miss important appointments or deadlines. This targets the demographic of users that need a simple and easy solution for event handling. Additionally, the description will mention the local authentication feature, which allows users to securely log in and access their personal saved events. The icon that best represents the app is a simple list icon. Its clean and minimalistic design will make it easily recognizable and will complement any color scheme. These ideas should support the simple design concepts utilized in the application’s UI.

**What Versions of Android will App Support:**

The EventTracking application is designed to run on various versions of Android, beginning with version 4.4 (KitKat) up to the most current version, which at the time of release will be Android 12. By including support for multiple Android versions, the application aims to maximize the app's compatibility with a wide range of devices and ensure a broader user base. Throughout the development process, I have taken into consideration the challenges and considerations that arise with each new Android version, adapting our code and implementing necessary components to provide a seamless experience for all users. The application does not use complex functionality and should easily remain supported until certain features become deprecated in newer Android releases.

**What Permissions will be Required:**

EventTracking will request three essential permissions that are directly related to the app's functionality. The first permission is SEND\_SMS, which allows the app to send SMS notifications to users when their events match the current date and time. The second permission is READ\_PHONE\_NUMBERS, which is utilized to read the user's phone number accurately when sending notifications. Lastly, READ\_PHONE\_STATE permission is required to ensure seamless integration with the previous permissions and provide a smooth experience when sending SMS notifications. These permissions are necessary and relevant to the core functionalities of the app, ensuring that users receive timely event notifications.

**What is the Monetization Plan:**

Our monetization plan for the EventTracking app is to offer both a free and a paid version. The free version, or "lite" version, will include the essential features of creating and managing events, as well as the local authentication system. This version will be supported by advertisements to generate revenue. However, we will ensure that the ads do not hinder the user experience and display them in a non-disruptive manner. The paid version, which will be available at a one-time payment, will offer additional advanced features such as recurring events and event associations, providing added convenience and value to users who prefer a more comprehensive event tracking experience. By offering a choice between a free version with ads and a paid version with additional features, we aim to cater to different user preferences and generate revenue while maintaining a fair and user-friendly monetization strategy. This monetization strategy also avoids the pitfalls of a subscription model which can be viewed as predatory against the end-user. Many subscription models rely on the fact that many subscribers simply forget that they are using a given subscription. Offering the ability to purchase an application forever is becoming an increasing rare opportunity for end-users.