Christopher Anderson

Prof. Rosado

Mobile Architect & Programming

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Project Three

Option 2: App Launch Plan

When releasing this mobile application to the marketplace it’s essential to understand proper product promotions. In the product description I will include the devices that this app is meant to operate on, the memory requirements, and the necessary background software for processing functionality. The icon representing this application will likely be a colorful abbreviation of the app’s name, Event Tracker, and this app will be available on the newest version of Android where SDK employ’s API Level 35 or higher. In this application the software framework will request permission for SMS Messenger privileges at the creation of new events to ensure that the software package is allowed to message users when event deadlines are nearing while also avoiding requests unnecessary privileges. This mobile application will require proper marketing to be successful when released to the marketplace.

After releasing the product to the marketplace there will be several strategies available to monetize from the mobile application. The primary mode of monetization for this application will be the integrate of an advertisement bar at the bottom of the app screens in a free-for-download version of the software package. Although the creation of a premium version of the mobile app that will include additional features and customization properties will require a marginal fee to be paid by the user each month or year, but this premium version of the app will remove the advertisement bar present in the free-for-download version. With the release of two versions of the mobile app in the marketplace there is greater likelihood of satisfying the user-base with the options of downloading the app for free with advertisements and purchasing the app to remove all advertisements. To properly monetize from this mobile application once released to the marketplace I will present two versions for users to choose between, one with advertisements and another that requires a marginal fee to be paid monthly or annually.