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**Project Three: Inventory App Launch Plan**

For my app launch, the first thing I will be doing is extensive testing of the app to ensure that it is operating properly and the functionality that it has is working properly with other components. Main things like the user accounts and inventory items will be a major focus as the data will need to be persistent as account data will be needed for when a user wants to login and has already created an account in the past. Ensuring inventory items are persistent ensure that when the inventory screen is opened that the list is populated, and the items don’t need to be added and counted again. Having multiple people test the app before launch also helps to get an idea for what works on the app and what doesn’t in terms of location of list elements, buttons, etc.

For the app store page, I will utilize the Short Description feature to provide a quick description of that app and what it can do. If needed, I will include an extended description that includes more in-depth information about the app, but I don’t intend the description to be too long as it has simple features that will be easy to understand for users. To stay in touch with newer app icon specifications from Google, I think using the new uniformed icon look of a square icon with rounded corners and some shadowing can help make the icon stand out more. For me, I think a simple icon that includes something like a pallet and some boxes on top could be enough for users to understand the purpose of the app. Another option could be an icon with industrial shelving and some boxes on that to also get the idea of storing items and having an inventory. To show users viewing the app’s store page, some screenshots of the screens with some example items showing in the list will be a great way to showcase what users can expect from the app and what will happen if there are more items in the list that room on the page.

Since the app includes simple features, I believe the bottleneck for what versions the app can run on will be the SQLite database. When looking online, SQLite supports Android versions 4.1 and up or Android API levels 16+. Version 4.1 was released back in 2012 so this should mean that the app will support a decent number of devices. The only permission that will be asked by the user will be the SEND\_SMS permission as the device will send SMS messages to let the user know whenever an item’s quantity has gotten to zero. The user does not have to opt in for this permission, but they will not receive text messages if they do not.

Due to the simplistic nature of the app, I do not feel that monetization should be pushed too far. I believe the app should stay free-to-use but something like a quick popup ad where the user can quickly select an “X” to close the ad or a banner at the bottom of the screen that does not hinder their ability to interact with the app would be enough. To keep users wanting to use the app, something like a popup ad should only be shown after some time such as 5 minutes to not annoy the user to where they do not want to use the app. I believe a banner ad at the bottom could be better as the user will be able to see it, but will be small enough that they can still use the app.