Module 7 Project

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CS360

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**Inventory App Launch Plan**

The application’s purpose is to help with the inventory management for businesses, warehouses, and to effectively keep track of stock, determine and manage inventory levels, have access all from their phone and receive automated alerts on time via SMS to notify of low stock or out of stock warnings. This app provides a simplified fast way for inventory managers and their teams, with an interface to manage and create their accounts, securely login and log off as needed, updating and managing inventory and set up their SMS alerts. The app can be installed via Android App Store and has an Android compatibility minimum version required: Android 8.0.

To ensure App security and user privacy, the application will be required from users to only enter the needed permissions. These permissions are the SMS permission, required to send the automated alerts, and the permission to connect to the internet so it can sync data online. The app will not require any location tracking, or audio recording, or camera/photos access. Users can opt out of the SMS permissions and continue to manage their inventory; this will just disable the SMS alerts accordingly.

The application can be monetized by offering a free version offering basic inventory tracking and account management, as well as a pro version which will offer enhanced inventory managements reports and SMS notification alerts. This pro version will require a one-time price of $5.00. Additionally, the free version could be implemented with in-app advertisements, while of course the pro version would be ad-free.

When launching the app, the plan is to publish it in the Google Play Store, by creating a Google Play Developer Account, and having high quality screenshots from the application to be able to publish it and show interested users, set up the pricing model to ensure the pro and free versions are available. The app will be opened to feedback thanks to the reviews offered in the Google Play store. This will allow for post-launch and future updates to enhance the application and user experience. Some of the possible future features are adding push notifications and email notifications. Additional feedback can be gathered from LinkedIn, Reddit, Neighborhood and small businesses forums.

**Sources**

* *Google Play. (n.d.). Monetization and ads policy. Google.* [*https://developer.android.com/guide/topics/manifest/uses-sdk-element*](https://developer.android.com/guide/topics/manifest/uses-sdk-element)
* *Statista. (2023). Revenue of mobile apps worldwide by monetization model 2022-2027.* [*https://www.statista.com/statistics/1107963/global-mobile-app-revenue-by-model/*](https://www.statista.com/statistics/1107963/global-mobile-app-revenue-by-model/)
* *Android Developers. (n.d.). App permissions best practices. Google.* *https://developer.android.com/training/permissions/usage*