CS 360 Project Three Launch Plan

Launching the app on the app store is not something I plan on doing with this app but perhaps one day with an app I feel more confident with releasing. However, if I were to release this app on the app store, I would include a description of the app that conveys what the app’s purpose is, what the features are, and who my target audience is. For example, the Inventory Tracking app is specifically designed to help businesses, entrepreneurs, or individuals benefit from managing and monitoring their inventory. This app helps to keep track of any items you choose, allowing you to design your inventory around any items you would like to monitor. This app allows the user to easily keep track of individual items by adding, editing, or monitoring through SMS alerts for inventory levels. What makes this inventory tracking app stand out is its real-time updates and low-stock alerts that will immediately alert the user, allowing them to consistently and confidently keep track of their inventory.

The logo that I included for the app is a cart that you would ordinarily see at a grocery store, symbolizing the ease-of-use nature behind the app as adding and removing items from the app’s database is as easy as using a shopping cart. Given that, I decided to name the app SimpleStock, something that rolls off the tongue and immediately signifies the app’s easy-to-use nature. The icon for the app on the phone’s home screen could be a simple S with a blue filled in icon, or an S overlayed on-top of a grocery cart.

The app is currently utilizing an API level of 34, so it will be readily available to all devices that are compatible with that API. This allows the app to maintain a modern up-to-date codebase so that it’s compatible with all recently released android phones. As well as taking advantage of all the latest Android features and security updates.

The app requires certain permissions that allow it to function fully to its capabilities. For example, the app asks for permissions pertaining to getting access to the internet, so that it can maintain all updates and features as needed. Another permission it will request is the access to sending SMS alerts to the user’s phone or phone number of their choice. This is a key feature of the app since it relies on reminding the user of low inventory alerts for specific items. It is recommended that a user accepts the permission to take advantage of this key feature, however if they choose not to the app will still function fully without it. All the app’s permissions are essential for the core features of the app and will be clearly outlined at the behest of the user prior to use.

Implementing a monetization plan is a culmination of looking at what features to include in the app’s free version as well as what features are implemented in a subscription-based model of the app. While the app in its current state is currently free to users with all its core features already available. Additional features may be implemented for subscription tier plans for the app that may include features like advanced reporting, cloud backup, and cross synchronization between other devices.

To get started launching the app, in-app ads will already be included since this will help to generate additional revenue outside the original premium (*10 Effective Ways to Monetize Mobile Apps | BuildFire*, 2023). Initially, this can greatly benefit both the launch of the app as well as the incentive for users to utilize a subscription-based model. Other marketing strategies include a social media website on all the major platforms so that users from all over the world can see for themselves if the SimpleStock app is an app they could utilize. Utilizing social media for marketing campaigns is essential in the modern world and can help to bring in more users, as well as collaborate with other companies in the industry that may wish to utilize the app with their services.

In conclusion, the SimpleStock inventory tracking app is set up for a successful launch, and this plan aims to provide a comprehensive model that outlines the aspects of the app from development to marketing. Lastly, what makes this app unique is its use of the latest API for compatibility and security with current Android models, its requesting of only essential permissions, and its thoughtful monetization strategy through social media and subscription-based modeling. This app will help any business or individual achieve their goals.

*10 Effective ways to Monetize Mobile Apps | BuildFire*. (2023, January 25). BuildFire. https://buildfire.com/ways-monetize-mobile-app/