**Launch Plan: How Android Made it To The Moon**

**CS-360**

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The Development of Mobile2App’s inventory application has concluded, but the work to launch the app still remains. There are multiple paths the client can take to release and distribute the application, which will be discussed below, along with recommendations on presentation, permission management, and monetization.

Thus far, all application builds have included debugging and have not implemented digital signing. The official release build of the app, if released to the Google Play store, must disable logging and include a digital signature that can be verified by the store and end-user device. The client may also choose to distribute the application as a downloadable apk package on their website. This version of the app should still ideally include the features necessary for release to the Google Play store, but will require users to allow applications from unverified sources in order to function. Distribution from the app store will guarantee that a large number of users are able to easily find the application without prior instruction to visit the company website.

Release to any platform will necessitate descriptive words and images that will accompany the application download. Some appropriate logos for the app may include the Mobile2App company logo, a design that implements graph paper in the background with a simple vector logo in the foreground, etc. The text description of the app should be straightforward about the applications goals. For example, “[App name] is an application designed to help enterprises and individuals keep track of and manage inventory of any kind...”

Some features within the app are implemented haphazardly in their current state. For example, user authentication information is stored on-device and in plain-text. The release build of the application should interface with a remote database that stores encrypted user information to avoid possible access of this data by malicious actors. The “forgot password” feature also lacks any implementation. This feature will be important once real users have access to the app, as it will minimize the necessity of manual intervention by Mobile2App employees when a user loses or forgets their credentials. The act of creating credentials, also, does not check if a user already exists with the given username, which is unnacceptable, given that two accounts can be created with the same identifier (which should be a primary key!).

The application also currently lacks a real reason for user authentication, as inventory database information is stored wholly on-device. To address this issue, the app should be reworked to interface with a remote SQL database that is accessible by users based on some association with a third entity (an employer, an account registered to Mobile2App’s website, etc).

In terms of device compatibility, the application targets API 31, which is able to run on Android 12 and higher. This only covers roughly half of android users. Because the target userbase (large warehouses, retail stores, etc) will likely be enterprise clients that may not update hardware frequently, it may be wise to refactor the application to use an older version of the API that will run on older devices.

Currently, the application only requires permissions from the user for SMS communication. This permission is necessary for the alert system put in place for low-inventory or zero-inventory items, but is optional for users to accept. An alternative way to implement this feature would be in push notifications, however this will still require manual granting of permission from the user. Push notifications may be more desirable to some users, especially those utilizing tablets or other devices without a cellular connection.

Monetization is the death of art, however Mobile2App is interested in marketing their application for a profit. Due to the aforementioned target user base, it would be wise to charge an up-front licensing cost for the application based on the number of users rather than use other monetization strategies like ads. Enterprise customers will be interested in a UI that does not include distracting features like advertisements that may reduce productivity of their employees when working within the app. Individual users may still make use of the app at a lower cost in this monetization strategy by purchasing a single-user license.

By following these outlined strategies, Mobile2App can enact a successful launch of the database application that will attract a wide userbase.