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12/11/2022

**CS-360 Project Three App Launch Plan**

If I were to launch my app, the description of the app would include the features that my inventory tracker app includes, focusing on the ones that competitors don’t have, such as there being no artificial item cap that needs to be removed with a subscription or payment of some sort. It would also mention that the user can increment and decrement the item quantities as well as being able to edit them directly if necessary. The zero-quantity notification feature would be mentioned and focused on as well, since it’s a feature that isn’t typically in a simple inventory tracker app. The icon I would use would be something along the lines of a simple cartoon-like clipboard holding a lined sheet of paper that has empty bullet points on it. I think that would represent my app very well.

My app will run on all Android devices that are running on Android 5.0 to Android 10.0 for certain. The emulated Android device I did all my testing on ran Android 10.0 and it worked perfectly fine. Further testing would be necessary to make sure the app runs well on more recent versions as well. The main portion of the app should run well on the most recent version however, the SMS notification feature might not work as Google changed the way it handles permissions, especially the SEND\_SMS permission.

The only permission my app asks for is the SEND\_SMS permission and even that is only requested if the user presses the SMS notification button in the top-right corner of the main inventory screen. Otherwise, my app simply relies on internal databases to store any of the necessary information.

I don’t plan to monetize this app, because that’s part of how it would compete with other inventory tracking apps. The main draw would be that it didn’t have an artificial item cap that needs a subscription or one-time payment to undo. If I were to monetize an app, I would definitely try to implement a “freemium” model of monetization due to the large amount of success it sees. I would try to make it relatively unobtrusive though so I wouldn’t annoy or alienate the users who can’t pay for the premium features. That way my app would remain a popular choice when competing against truly free apps.