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**App launch Plan**

**Description**

EvenTrain, This app aims to provide users with event tracking service. The service it provides is event tracking in which users can log in and track an upcoming event. It lets the user input A title, date, and description of an event. Then when displaying these to the user. Additionally, it will let the user opt for SMS messages for events.

**Icon**

The theme of the app is a train as trains can add carts that can be represented as events. This provides a system where the head of the train is the app and all the carts are then events that a user can view. Knowing this, the icon for this app can be represented as a train.

**Version Compatibility**

At the time of writing this, the Android version of this application is Android 9. This creates a service for many mobile devices but will require changes on lower-end devices. Future updates will be implemented to enhance the user quality in later versions.

**Permission**

The permission needed for this app to work includes SMS, location, and permission to access external data when necessary. Note that users will be required to permit location, and data access to have this app work as intended. The user how however can choose to have the app access SMS service in the setting and if not chosen this won’t affect the performance of the application.

**Monetization Plan**

The Monetization of the app shall follow type. Content monetization is where we offer a free version to the users while ads are displayed in a non-intrusive way, One way is by having banner ads, this might not be the most effective way to monetize the free version but offers revenue. In later versions of the app, we will introduce the premium version that offers ad-free functionality, while also including access to an upcoming event with event planners/ticket providers. This includes events such as concerts, movies, and even networking events along with other social event. Which would be provided in advance and unavailable to free users and the public. This can be thought of as having early access to events.

**Launch Strategy**

The actual lunch will have tests and pre-launch activities these include testing such as beta and alpha, and market research. Testing will help iron out any defects in the application, and the market research will help us find the most optimal user base and or vendors/contractors for events one example is Ticket Master. This will help us target user bases that would promote the most growth when the app launches and create a solid foundation for business needs.

EvenTrain will be optimized for the Google app store and have the functional specification to support the app when launched, this includes screenshots and demos, keywords, and a persuasive description of the app.

The release date will be one week after this term to provide ample time for any last-minute updates.