## **App Launch Plan**

### **Introduction**

The **Event Tracking App** is designed to help users efficiently manage their events, track progress, and receive important reminders. By integrating event management functionality with a simple user interface, this app will cater to people who need help organizing and keeping track of their personal and professional events. The app is equipped with features such as event creation, deletion, updating, viewing, and the ability to send SMS reminders. Below is a comprehensive plan for launching the app to the market.

### **App Description and Icon**

**App Description:** The Event Tracking App is a user-friendly mobile application that helps users plan, track, and manage events effortlessly. Users can create, update, and delete events, set reminders, and receive alerts about upcoming events through SMS notifications. This app is perfect for professionals, students, or anyone looking to streamline their event planning process. The app allows for full customization, with an intuitive interface that makes managing multiple events simple and accessible.

**App Icon:** The app icon will feature a minimalistic design with a calendar and a notification symbol. This icon will represent the event management and reminder functionalities the app offers, ensuring it is easily recognizable and visually aligned with the app’s purpose.

### **Supported Android Versions**

The Event Tracking App will support Android versions **Android 5.0 (Lollipop)** and above. By targeting this version range, we ensure compatibility with a wide variety of devices while benefiting from modern Android features introduced in the more recent releases. The app will be optimized for Android 12 and later versions, as these releases offer new features and security enhancements that can improve the app's performance.

Key considerations:

* **Android 12 and higher**: These versions require explicit declaration of exported activities in the manifest. The app has been designed to meet this requirement.
* **Backward compatibility**: The app ensures that it works on devices running older versions of Android, with fallback mechanisms for devices running Android Lollipop (API level 21) or later.

### **Permissions Required**

The app will request the following permissions:

1. **SEND\_SMS**: To send SMS reminders to users about their upcoming events.
2. **READ\_SMS**: To check if the user has received relevant SMS messages for reminders.
3. **RECEIVE\_SMS**: To receive incoming SMS notifications if needed.
4. **INTERNET**: To enable any future features requiring an internet connection, such as syncing events with an online calendar.
5. **ACCESS\_NETWORK\_STATE**: To check the network connection status for syncing data.

All permissions requested are critical for the app’s functionality, particularly the SMS-related permissions, which are necessary for sending reminders about events.

### **Monetization Strategy**

For the Event Tracking App, the monetization strategy will involve a combination of **ad-based revenue** and **in-app purchases**.

1. **Ads**: The app will display non-intrusive ads (e.g., banner ads) at the bottom of the screen in free versions of the app. These ads will not interrupt the user experience and will be integrated seamlessly into the interface. Ads will be powered by **Google AdMob**.
2. **In-App Purchases**: Users can remove ads by purchasing a premium version of the app. The premium version will also unlock additional features such as advanced event categorization, calendar integrations, and custom notification settings.

### **Marketing Strategy**

1. **App Store Optimization (ASO)**:
   1. Keywords will be carefully selected based on common search terms like "event tracker", "SMS reminders", "event planner", etc.
   2. A description will be written to emphasize the key features: event creation, deletion, SMS reminders, and customization options.
2. **Promotional Strategies**:
   1. Use **social media** to promote the app (e.g., Facebook, Instagram, and Twitter) by sharing posts and ads targeting individuals, professionals, and students who need event management.
   2. Offer a **limited-time promotion** for the premium version with discounted pricing.
3. **Launch Events**:
   1. Host a **launch event online**, such as a webinar or live demo on platforms like YouTube or Instagram Live, to introduce the app to the audience. This will demonstrate its features and benefits in real-time.

### **Post-Launch Support**

After the app is launched, user feedback will be collected to identify bugs or additional features that need to be implemented. A support team will be available via email or social media to handle issues such as crashes, errors, or questions regarding functionality.

### **Conclusion**

The **Event Tracking App** will serve as an easy-to-use and efficient tool for people to manage their events and receive reminders. The app will be marketed using ASO, promotional events, and social media campaigns. The monetization will primarily rely on ads and in-app purchases to ensure the sustainability and growth of the app. With its robust functionality and smooth user experience, the Event Tracking App will meet the needs of many users, from individuals to professionals, who want to stay organized and on top of their events.