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**Project 3: App Launch Plan**

The application I have chosen to develop is an Inventory Management System called B.I.S. (Brungard Inventory System). When making this application, I had a specific target audience in mind: 1) Businesses that need a simple yet concise tool for managing their inventory and 2) Individuals who need a reliable and flexible way to record inventory for events that call for such organization such as moving or creating a collection. My inspiration for this app draws from the Walmart Inventory Management App, which serves individual stores to analyze their purchasable items. I had worked on and used this system for many years and figured out the advantages of managing your inventory from a mobile application. The goal of my application is to make an inventory management system that is accessible (can be used by businesses and individuals alike who have the app), flexible (is able to handle items of different varieties), and convenient (quick options to insert, read, edit, and delete items from the inventory).

The icon I have chosen for my application is a safe that matches the color theme of the application. It is already applied to my mobile app and serves a symbolic purpose. The icon represents that the app is an area where users can store their information that will be kept securely. This means that their items will be stored in a persistent database that will hold information whether the app is closed, or a device is turned off. Its contents will also be under lock and key to where only individuals with authenticated credentials will be able to access and edit the database. Users will be assured that they can access their item inventory efficiently without the worry of inaccuracies on part of the application.

In the description of my application, I will include its most notable features, which are at this moment in time is SMS Messaging concerning low inventory counts, the ability to apply CRUD operations to the inventory, and a Sign-In/Register System that will authorize who can manage the inventory. I will also include the full name of the application in context instead of calling it “this app” and will explain how and why the app will benefit my target audience. It will include keywords that the target audience is most likely to search for when trying to find an inventory management app. The Google Play Store has an area for a short description where a slogan or quote that uniquely identifies the application while conveying its usefulness will be inserted. The long description will go into the details including the features and more reasons why the app would be useful to the audience. I plan to have different tiers of features for this app that will be the target of the monetization strategy. While I do not plan to explicitly state the pricing, I do plan on identifying what each version/tier offers, which I will describe in more detail below. One other key part of the description I would like to include is an email that users can reach out for more questions about the app as well as links that users can click on to see more about the app, whether it be an FAQ or demo of a run of the application.

My app currently runs on API (33) which is Platform Version 13. While using the latest API gives me the most enhancements. While this does give me the most enhancements and will work with new or updated features of Android. However, this will drastically lower the available devices that will use my app and can make the app inaccessible to most of my target audience (see chart below). Now as time progresses, more people will obtain devices that has the reciprocating Platform Version (or higher), which means releasing this in the more distant future with API 33 would most likely give my target audience more accessibility to the app than if the app was available on the store today. If I were to release the app today (or in the very near future), I would most likely reconfigure the app to run on Platform Version 8.0 (Oreo) or API 26. One reason why is because at least 90% of device support this API, which is deemed an appropriate % of devices that could access my app. It also has notable enhancements that I feel would support my application such as “notification improvements” and “adaptive icons”, especially since I will likely continue to enhance my notification system and icon(s) for the app.

Chart

Description automatically generated

On the note of notifications, the app currently only requests users to receive SMS messages from B.I.S. This is the only permission specified in the Manifest and is declared as not being required to run the application. This means users can choose not to receive notifications and be given the same functionality of the app as users who did choose to receive notifications. SMS notifications are to be delivered at an interval with an Alarm Manager. In the future I would like to include more functionalities that require permission such as automated calling. I feel this would be useful if there was ever a breach or an attempt at a breach.

Lastly, I will provide monetization using ads and an account tier system that will provide varying features. I plan to use Native Ads instead of Banner Ads. This is because I feel ads that pop-up or display the conventional view of an ad will lead to effects such as “Banner Blindness” and people becoming aggravated when they are interrupted when using the app. Native Ads will appear as sidebars on the main screens of the ad and will not disrupt functionality. My tier system (as of now) will be composed of three versions: FREE and PREMIUM. FREE is the most basic version and will most likely reflect the features the application has now with CRUD operations, authorization and authentication of users, and SMS notifications. It will allow up to only a certain number of user accounts. It will also include a screen to search items in the database (already in the app) and a way to filter names alphabetically A-Z or Z-A. PRO will allow users to have multiple inventory databases to create categories in which items will be placed such as “consumables” or “merchandise”. Users will also have more filter features that can help them organize the display of the database how they see fit. An unlimited number of user accounts will be allowed as well as integrations to shipping and receiving applications. A premium version of the app will require a subscription which will be paid in intervals of monthly, semi-annually, or annually.