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JS Finance Assistant Launch Plan

For my application, I’ve not thought too much about the actual launch of the app as I’ve been too focused on getting it as functional as possible. It is currently missing its “calculate monthly” function, and I had to rework some of the initial design layouts in order to get something I’m happy with. I’ve wanted to get the app running so that I could use it myself in an attempt to achieve what the app was created to do. Track my finances and create a budget based on the information I see in my tracker. I wanted a lightweight way of accomplishing this without directly tying the application to a financial institution. With that being said, I believe the best way to represent the application would be a more simple icon and description. “Helpful app designed to give you an easier way to track your income, expenses, and overall budget. This lightweight application was made to assist you”! As far as marketing goes, I believe this is a decent enough pitch to newer customers. Ideally, this would be followed up either later on the page, or on a separate page, with more direct information about how the application works. Including some photo examples of how easy it would be for users to use the app to help themselves. The icon is an important feature as well, but I’m unsure as to how I would properly design one. The major idea that I’ve got right now would be to use a symbol relating to money and tracking it. Perhaps an eyeglass peering into a wallet, or maybe a more simplified icon like a list. In order to keep my name on the project, I also put my first and last initials, so a more modern icon would be something including the initials JSF in a simple, but stylistic, icon design.

The version I’ve developed the app for is version 13 of the android OS, also known as Tiramisu. Being the most recent version, it should be too difficult for the application to be updated to future OS version releases. This of course is entirely dependent on whether or not a future update completely remakes/overhauls the base OS and its peripherals. Should that be the case then adapting the application will be something that is addressed then as I can't predict what a future update might do to the app until I see it.

I don’t think this app will need any special permission. I did include the functionality to receive text messages from the application regarding low or even negative income points. However, this was not implemented fully, as there is no real need for this application to have access to anything as of now. I have considered adding other functions, such as connecting the application to a user’s bank account app so that transactions are added to the ‘expenses’ and any income can be tracked automatically. However, I feel that may be a little heavy for the application’s intended use. Maybe it would be a nice option to offer users as they establish time using the app. The goal of the app is to be easy to use, lightweight on the system, and not overwhelming with information like most banking and financial assistant applications tend to be.

Monetization would only really be possible by charging a base cost for the app. I could also consider using ad software within the app in order to create a longer sustaining business model for the app’s release. However, a base cost for the application would shy away a lot of potential users within the demographic I’m aiming for. Ad software can also be incredibly cumbersome, and frankly annoying, when developing an app so I don’t have much of a desire to go down that route either.

I think ultimately, the app does what it was designed to do. It offers an easy to use, lightweight, and beginner friendly financial assistant. There were a few other considerations I had for features within the application, but most of those would be added post launch. Things like accessibility settings, dark mode, and integrating biometrics as an added security measure. These are the three big features I would focus on post launch. Following launch, there would also be a lot of follow up from me regarding bugs users find. No launch is perfect, but I’ve hopefully smoothed out most of the bugs within the system. However, as a developer, there are just so many different combinations of hardware and software on the market today that bugs are bound to happen. Certain versions on certain devices are sure to not play nicely with even the simplest applications. However, with how lightweight the application is, I believe that patching these bugs will prove simpler than for some of the larger apps on the market today.