App Store Listing Name: Event Planner Simple Reminders & Alerts

The purpose is to track upcoming events with a lightweight grid view, quick add/edit, and optional SMS alerts. Event Planner helps you add, view, and update personal events in seconds. Your data is stored securely on your device in a persistent SQLite database. You can optionally enable SMS alerts for reminders on the emulator or devices where SMS permission is allowed. No account is required; create a simple username/password to keep your data private on your device.

Key features will include:

A Fast add/update/delete events in a simple grid

Optional SMS test alert (role-appropriate)

Works fully offline; data persists locally

Minimal permissions

The Icon

A simple calendar grid with a small notification badge (bell) in the corner. Colors: White calendar with a golden bell. Keep shapes bold and readable at 48×48dp and 512×512 px.

Platform & Version Support

Minimum Android version: API 24 (Android 7.0) – broad device coverage and modern runtime permissions.  
Target/Compile: API 34 (Android 14) as current stable behavior and compatibility with Play policies. (Project currently compiles with 34 in Gradle; update when a new stable SDK ships.)

Permissions

SEND\_SMS: optional. Requested at runtime only from the SMS screen. The app continues to function fully if denied. Note: on Google Play, SMS permission is restricted to designated cases (default SMS handlers or permitted use-cases). For coursework and emulator testing, it’s acceptable. For public release, either remove SMS capability or switch to Notification/AlarmManager/WorkManager for alerts.

No other dangerous permissions are requested. The app does not access contacts, storage, camera, mic, or location.

Monetization

Free, no ads, no trackers – ideal for a portfolio/class deliverable and to minimize policy friction. If monetization is desired later: A One-time purchase (ad-free) with a free trial on a separate listing, or In-app purchase to unlock “Pro” features (cloud backup, calendar export) while leaving the core app free.  
Avoid ads initially to keep UI clean and policy review simpler.

Privacy

Draft a concise privacy policy stating all data is stored locally and never leaves the device; no analytics are collected. If you later add crash reporting or analytics, update the policy.  
SMS Disclosure: If you keep SMS, add a clear “Why we ask” dialog and in-store disclosure that it’s optional and used only to send user-triggered alerts.  
Content Rating: “Everyone.” No user-generated public content.

Security:

No plaintext secrets; password stored locally.

Distribution & Marketing

Soft launch to a small group (peers/instructor) via internal test track; gather feedback.  
Landing page (simple README or website) with screenshots/GIF, feature bullets, and FAQ.

Post-Launch

Monitor crash reports (if enabled) and user feedback.  
Plan quick patch for any crash/major UI issue.

Roadmap ideas: local notifications (no SMS), calendar import/export, multi-device sync via user’s cloud drive.