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CS-360

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**7-2 Project**

**App Launch Plan**

**App Description Inclusion**

The app's description will be clear and concise to target a specific target market. The specific target market for this app include mothers and fathers of families that wish to keep their immediate family members' event schedules known and organized to all in the immediate family. The description will include the following: "An event based scheduling app to keep your busy family time known and organized."

The icon will be an SVG with a silhouetted family of four in deep dark purple. It will have the two children on the outermost left and right with two adults in the middle. It will depict the two adults wrapping one arm each around the child immediately next to them.

**Version Compatibilities**

The version compatibilities will include to Android 10, which is close to 4 years old. Since most users upgrade a phone every 2 years, this app will work on most USA and Canada hardware and software. I have included the most recent version.

**App Permissions**

In the app's completion, it will ask for SMS, notifications, and Google Calendar API permissions.

**Monetization Plan**

The monetization plan includes an annual $4 USD subscription per 5 family members with a $1 extra charge for each additional family member. It will also have the option to include 5 friends, separate from the family members for the same prices. The application will also have minimal advertisements to help cover monthly cloud server, database, and bandwidth usage.