**Project 3 – App Launch Plan**

Justin Starr

Department of STEM

CS 360 – Mobile Architect & Programming

Professor Jerome DiMarzio

December 10, 2023

**Project 3 - App Launch Plan**

The application that has been developed is called Inventory Management System. The description of the application should describe the overall functionality of the application and its intended uses. The description should read, Warehouse Inventory Management application that allows users to log in to the application and manage a database of inventory items for a warehouse. The application allows users to easily add, edit, or remove items to the inventory database, and receive SMS notifications, if the user allows them to, to their mobile device when an item in the inventory database has been reduced to zero. Users also have the ability to delete the database and start over with a new one if they choose. The application’s description should also include possible users of the application so that potential users can identify a persona that might suit their needs and make them want to try the application. For example, I would include in the description how this application would be great for warehouse owners, company stakeholders who are interested in how much capital is tied up in inventory by knowing how much inventory exists, ordering managers for the business, and even potential vendors who want to ensure that their items do not run out in the warehouse. The icon that should be displayed for the application should be one that is representative of a warehouse and money. For example, the icon should have a picture of a small warehouse, symbols such as a plus or minus sign, and a dollar symbol.

The Inventory Management System application was created using Android API 24 (“Nougat”; Android 7.0), which allows the application to be run on 96.3% of Android devices. The most current version that was released is Android 13 and API 34. Applications developed using Android 13 will run on only 22.4% of compatible devices and applications created using API 34 are only compatible on less than 1% of current Android devices. Because newer versions will only run on a small number of devices, it is not a good decision to use these newer versions as a large portion of potential users would not be able to run the application on their devices. Using Android 7 – API 24 allows for a much broader range of intended users. The Inventory Management System application requires permission for the application to send SMS messages to the user's device. It is the only permission that is required and listed in the applications manifest.xml file. It was essential during the development of this application that the application only get permissions for device capabilities that are necessary for the application to function properly.

To monetize the application, users will be required to purchase a license on a yearly bases. Currently, the application does not have functionality that will limit the applications capabilities to support working for active subscriptions only. However, this capability will be added in future application updates. Providing the application as a subscription-based service is a good choice because users are likely to renew their subscription to avoid disruption of their inventory management. Also, implementing advertisements in an application like this would not be a good choice because many of the users who will be using the application need to be able to use the application without disruption. Users could potentially have time restraints that could greatly impact their decision to use the application if they were continuously interrupted, even for brief periods of time, by advertisements.