MyInventory Application Launch Plan

To launch the application that I have developed there are a few key considerations to be made.

**App Icon:** Since it is an inventory app called MyInventory, I am thinking the Icon should be an My with the bottom of the y being an arrow into a tiny bin. This captures the general idea of the application nicely.

**App Description:** The description of the application will be something that gives a user the first image of what the app is about and how it will work. I will give a brief summary of what the user can do. Something like this:

“Have you ever wanted to be able to keep track of your stuff? Well now you can do that easily from the palm of your hand with MyInventory! Easily track items and their quantities. You can also receive notifications when they are low so you are never surprised. Use this app to track your stores, your online business, or your collection!”

**Android version support:** The app currently was developed for android 9. Further version support is possible because many of the practices and methods are common and compatible with about 63% of android systems. So the app will run on a large number of phones. This can be enhanced in the future with updates.

**Android permissions:** The only permissions the app may need is notification permission from the user. This is so that they can be notified when an item is low in stock. No other permissions should be requested from the user.

**Monetization:** There is potential for monetization of the app in the future. We can charge a subscription for user accounts. This can include access to more advanced inventory features. We could also try to make some sort of barcode scanner through the camera or as an accessory to quickly add items as a higher tiered account add-on. I could also just put an ad banner at the bottom of the app like everyone else does on their apps.