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6/23/24

CS 360

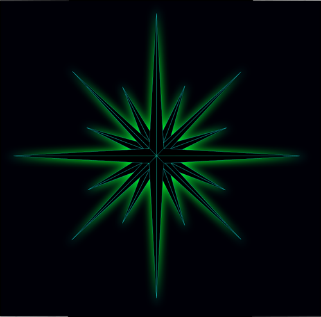
SNHU

**App Launch Plan**

To launch my app, I must first create a description that provides a brief explanation of the what the app is used for. In my app my description could read:

“A useful app for managing inventory. Add, Remove, and Update your items as needed. Receive text messages alerting you when an item’s inventory is low.”

Equally important is the app’s icon. I have selected a black and green star that can be seen not only as the app’s icon, but also as a symbol throughout the app itself. The use of a symbol such as this gives the user an image to associate with the application. This strengthens the brand of the app and increases the likelihood that it will be remembered. In addition to an icon, I chose to use the familiar two-tone wording that is often seen in company name logos and gave the app a clever name “StockPile”, to further increase brand recognition for the app.





I chose to use API 24, “Nougat”; Android 7.0 to give the greatest amount of compatibility between Android devices. With this selection the app will be available to run on 97.4% of devices. In a good faith effort, the application does not request permission to any unnecessary permissions. However, because the app is able to send text messages when inventory on an item is low, a request is made to access the text messaging system.

At this time, the app is not monetized, however it could be sold as a one-time purchase or supported through the use of ads. With much more added functionality and continued support, a subscription model could also be implemented as a source of monetization.

Further development for this app could be done to increase the accessibility to customers in a limited capacity. Functionality could be implemented to allow customers limited access to the inventory in order to determine if an item is in stock. Greater functionality could be created to include aisle and shelf locations along with quantities for the item.