**Application Description:**

When deploying the Inventory Tracker app on Google Play, it is our goal to peak people’s interest in the application. For the application’s thumbnail, the app’s logo behind a purple background will be used. The logo for the app is a picture of three boxes stacked. These boxes represent a business receiving and shipping their inventory. Then, the application’s description will have a brief sentence that states what the app can be used for, such as “This app is a great way for a business, warehouse, or home to manage their items efficiently.” Also, the description will have a list of the application’s key features, like “Can easily add and delete items,” “Easy data input and management,” “Can edit an item’s quantity,” and “Receive text notifications when an item’s inventory is empty.” Adding these key features to the description allows the users to know what the application can do. Making an application’s description eye catching and interesting is what makes users want to download it.

**Android Versions:**

This app was built using a minimum sdk of API 28, otherwise known as Android 9. So, the Inventory Tracker app will run on any system that uses Android 9 or above. Though, as time goes on, API 28 will become more obsolete and used less. So, the app may not run as efficiently on the newer systems and the user base will disappear. The app will need to be updated when newer systems are released or have a maximum sdk limit of a newer API. When choosing what APIs to include in an application’s development, a developer must consider what systems most of the population has. Since a lot of people don’t always have the newest technology, using an older API enables the application to reach a wider audience.

**Application Permissions:**

Currently, the Inventory Tracker app only asks for permission to access and read the phone’s SMS. This permission is not required for the application to function properly. Though, this permission is needed to enable the text notification feature. If SMS permission is allowed and an item’s quantity reaches 0, the application will send the user a text message. If the user denies SMS permission and an item’s quantity reaches 0, the application will not notify the user. Currently, besides SMS, there are no other permissions that this app asks for. Though, in the future, there may be a photo feature added where the user can add a picture of an item. If this feature is developed, the application would need permission to use the phone’s camera and access the phone’s storage.

**Application Monetization:**

The Inventory Tracker app will first use both ads and a one-time payment monetization system. There will be two versions of the application, a free version, and a paid version. When a user downloads the application, they will automatically have the free version. The free version of the app includes all the features that the paid version has, but an unskippable fifteen-second ad will play when the user opens the application and when they add a new item to their inventory. During an ad, the user will be able to click a button to purchase the application’s paid version. Currently, the paid version will be a one-time payment of $5.00. Though, as more features are added, such as adding item photos, editing items, and tracking orders, ad monetization may not be needed at all. With more features included in the app, the free version could disable access to some of these bonus features. Then, either the paid version’s price will get increased, or it will transfer over to subscription-based monetization. Unfortunately, with the very few features that the application includes right now, it does not offer much to justify having the users subscribe monthly.