Launch Plan

Overall, this application is designed to provide a basic tracker for trial lovers to document the trials they have been to and their comments and descriptions for them. Currently the app mimics a reminder app that offers functionalities to login, register, access and manipulate data, and grant or deny permissions for text messaging notifications.

In my app’s description, the main topic that is going to be covered is that this app is designed for hikers and trail lovers. Although this app looks preliminary at this moment, future development and upgrades will decorate and polish it into a more natural-friendly app that improves user experience. Another key point to touch on is that this app holds basic functionalities mimicking a reminder/note app, but more features would be added in future upgrades. The best icon I can think of to be used for my app is a word art for letter M colored white with a light green background indicating this app is to be used for outdoor hikers, and the letter M mimics the shape of mountains. I would probably also put a corner label saying “Lite” or “Alpha/Beta” on my icon to remind users this app is still in development and is expecting more improvements.

My app is built based on Android 9.0, which means it should be able to run smoothly on about 85% of the Android devices. User experience might vary if the device is running on a lower Android version. The most recent Android version is Android 14, but I still choose to build everything on 9.0 just to ensure better compatibility across different platforms, since Android based devices have a wide range of brands, and some of them have their own OS built upon an older version of Android.

By design, my app will ask for text messages notification permission based on user’s need. Other than text messages, my app does not ask for any other permissions. If users would not like text messages to be enabled, they can simply deny the permission, which they can switch to allow if they would like in their device settings.

Since my app looks preliminary and mimics a reminder app, my plan for monetization would be to incorporate ads at the top or bottom of the screen once user logs in. This app will stay as a free app for users but could turn into a subscription-based app once other features are developed. Incorporating ads at this moment could ensure that I can get enough monetization to improve the app and users can have some experience on this app and determine whether they would like to stay with it.