**Inventory Application Launch Plan**

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**Icon and Description**

When choosing an icon and writing a description to give to an application, it is important to consider how it will be perceived by the consumer. The icon should be pleasing to look at while also communicating the main focus of the app. The description should provide a thorough yet concise account of what the user can expect to be able to do within the application. Due to the straightforward nature of this inventory application, my main goal in writing the description will be to describe all of the functionality/features that the app is equipped with. It will likely read close to: “This application provides a virtual inventory management system that allows you to easily keep track of all of your inventory items. Your inventory information will be kept secure as the app requires users to login with a username and password upon opening the app. Managing your inventory is simple, as the app allows for seamless addition, deletion, and updating of items. Items are displayed in a scrollable grid where each item can be clicked in order to edit or delete it. You can also enable sms alerts for whenever an item runs out of stock.”

**Versions**

This application will run on Android 8.0 (Oreo). This means that it will be able to run on approximately 88.2% of devices. Luckily, this did not present any additional challenges as the app's functionality is relatively basic. Because of this, I chose a lower version so that as many consumers as possible can use the app.

**Permissions**

The only permission used by this application is SEND\_SMS. However, the user can deny this permission and the app will still function as intended. This permission is only used if the user has enabled sms notifications for low inventory.

**Monetization**

I believe that the best monetization strategy for this application would be a one-time charge upon purchase, likely around $5. When I compare the application to similar ones, I see that this is usually the case. I find it unlikely that users would be willing to pay a monthly subscription fee for a product that has many competitors that do not charge monthly.