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Project 3

The app description for the inventory tracking app should give a clear explanation of what the application is capable of and its potential uses. It should probably target small businesses that need a modern way of managing their inventory in their warehouses. I would describe that app as an inventory management application that enables organizations to efficiently manage their item inventory as well as create and manage user accounts and permissions for their employees. The application is capable of creating and managing user accounts and permissions as well as sending SMS messages to the user so that inventory alerts can be efficiently communicated to the user or organization. When it comes to what kind of icon would best suit the app when it is published on the marketplace, it should probably be something simple like an image of a warehouse containing boxes. The boxes could be drawn to look really organized to convey the intention of the application. The color scheme should be blue and white to convey an intelligent and clean atmosphere to potential users.

Since the application is best suited for businesses it, I think it would be a good idea to offer a subscription-based service as well as a one-time payment option. I think following a similar marketing strategy to Microsoft office would be smart, where the user can purchase the current software as a one-time payment, or they could pay the monthly or yearly subscription price to continually receive updates and support for the business. By doing so, it would provide options to the potential users, and they could decide what plan would work best for them whether they are a big business or small organization. I don’t think that adds would be a good idea for an application like this, as I think it would be intended for workplace use, and that kind of monetization does not seem to fit in a place of business, where employees must focus and have limited distractions.

The app would request SMS permission. With SMS message permission enabled the application could then provide the user or organization with time sensitive updates, such as an item falling below a certain quantity threshold. The application would still function as normal without the SMS messaging permission but would just miss out on that feature alone.

I think the app should mainly support Android operating software versions within the past 5 years. From what I have seen from other companies, operating systems that have not received updates within the previous 5 years are usually considered obsolete, and updates are mainly focused on the most current and modern operating systems which usually allow for newer features and better performance.

Another potential permission the application could ask for if updates were to be done, could be location tracking. By tracking the location of the user, the application could know what warehouse they are located in and automatically connect them to that warehouse’s inventory management screen, this could be beneficial for large businesses. Also, some businesses might not want employees accessing the app while they are not physically at work, so the location tracking could confirm that they are at the specified location for work.