**Module 7 – Inventory App Launch Plan**

Launching an app involves more than just developing and testing it. A well-defined launch plan ensures the application is ready for public use and presents a clear, marketable presence. This launch plan outlines the necessary steps to bring the Inventory App to market, including app description, icon design, Android compatibility, permission usage, and monetization strategy.

The Inventory App is designed to help users efficiently manage their inventory by allowing them to view item lists in a clean, organized grid format. It features an intuitive layout, enabling users to monitor stock levels and receive SMS alerts for low inventory. Ideal for small business owners, retailers, or individuals managing home or office supplies, this app simplifies inventory tracking and minimizes the risk of stockouts. The app's description in the store will highlight its core features:

* Easy-to-use grid-based interface
* Real-time stock updates
* SMS notifications for low inventory
* Optimized for performance and usability

The icon will feature a minimalist design with a recognizable visual cue. A flat-design box or warehouse shelf with small checkmarks or a barcode graphic can represent organization and stock management. The color palette will include clean, professional shades such as navy blue and white, possibly with a splash of green to indicate functionality and trust. The goal is to ensure the icon stands out on a user’s device and quickly conveys the app’s purpose.

The Inventory App is built to be compatible with Android API Level 24 (Android 7.0 - Nougat) and above. This ensures it can be installed on most devices still in use today while maintaining compatibility with key platform features and user interface standards. Android 7.0 introduced split-screen multitasking and improved background optimization, which aligns with the app’s goals for efficiency and multitasking support. Testing and validation have been completed on Android 13 (API 33), the latest version at the time of writing. Future development cycles will ensure continued compatibility with newer Android versions as they are released. This forward-looking approach ensures long-term sustainability and usability across a wide device ecosystem.

To function properly, the Inventory App only requests the SEND\_SMS permission. This permission is essential for the app’s feature that sends automated SMS notifications to alert users when stock levels fall below a set threshold. Users will be prompted to grant this permission at runtime, following Android's best practices for permission requests. Importantly, no other unnecessary permissions are requested. The app does not require access to contacts, location, camera, or microphone, ensuring a secure and private experience for users. By minimizing the app's permission footprint, we reinforce user trust and prevent potential security concerns.

The primary goal of the Inventory App is functionality and usability for small business owners or inventory managers, and its monetization plan will reflect that. The app will be offered as a free download with an optional one-time in-app purchase to unlock premium features in future updates. These could include:

* Exporting inventory to CSV
* Advanced analytics and trends
* Cloud backup and multi-device sync

At launch, the core features will be entirely free to ensure maximum user adoption. No ads will be included in the first release, as they can detract from the user experience, especially in productivity apps. As the user base grows and additional features are added, a premium version may be introduced, or the app could transition to a freemium model. Additionally, partnerships with inventory hardware companies may offer future monetization opportunities.

This launch plan ensures the Inventory App is well-positioned for release, with thoughtful consideration for user experience, platform compatibility, and long-term sustainability. By focusing on essential permissions, a clean design, and a user-friendly monetization model, the app is primed for success in the Android ecosystem and will serve as a reliable tool for users managing inventory on-the-go.