Final Project

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* What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?
  + In my app’s description, I will provide a general idea of what it can accomplish. Since there are many applications, such as the one I constructed, I need to be as efficient as possible to reach my audience. Providing a lengthy description, of the product, will discourage use by those who just want a quick solution to their situation. It will include key phrases such as: “Add”, Update”, and “Delete”. I will want to name the product such that the app is listed as close to the top of the search queue that I can. This way, my app can be one of the first apps that will be under review for customer consideration.

As for my icon representation, I will want an icon to be as brightly colored as I can. This ensures that the customer’s eye will be drawn to it. I will want to research studies on how people associate different colors and chose the appropriate color scheme. It would also be beneficial to research what different people associate shapes with. By combining both research topics, I can maximize my view appeal to increase customer view traffic. This will increase my chances of having the customers favorably view my app over competitor’s apps.

* Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.
  + To target a larger audience, I will ideally target a version that has the biggest customer base. My biggest concern is that as time passes, that version will shift to a newer version. To accommodate this trend, I would ideally set the version to one or two versions ahead of that target version to allow some passage of time. This strategy will ensure that my app will be useful to more customers for a longer duration of time.

As for my app that I created, I did not utilize this method due to it being a learning experience. My focus was to understand how to construct a working app, with no thought of how others would utilize it. Moving forward, I will have a better grasp on how to accomplish a more successful app, due to a better understanding of how android studio works and operates.

* What permissions will your app ask for? Be sure these are only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?
  + Ideally, I would not ask for permissions at all. This is due to a growing concern amongst the populous’ distrust of big tech due to misuse of the data collected from users. By doing this small change, I can target a larger audience who are mistrustful. By expanding my audience base, I can ensure a longer, and more fruitful, product duration before I need to update the version, and capabilities of said product.

In the case of this app, I did include a permissions function to satisfy assignment requirements. This was a basic permission that asks to read the customers external memory. I do not plan on adding this permission in any future app development.

* What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.
  + My plan for monetization is for a one-time payment of $0.99 USD. This will allow users an ad free experience while enjoying the functionality of the app they purchased. My reasoning for this decision is that I want to give the customer a positive experience for as little as possible. I am not concerned with making money, I am concerned with making the best possible app that I can. By putting a heavy focus on monetizing the app, you take time away from increasing functionality for the app. This hurts the progress of the app which allows other creators to take the number one spot for the same concept app.