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Inventory App launch plan

In order to successfully launch the application In the app store it must be packaged and supported in a way that allows users to understand what the app is before they download it. This allows users to quickly and easily understand what the app does and who it is primarily designed for. This means providing an accurate description of the applications features as well as an easy to recognize icon. In order to effectively describe the application I have written I would provide an initial summary in the description section and then provide a bullet point list of the applications features. For this inventory management app a description would most likely read “A simple app for managing user defined inventories and stock”. Some of the features listed would be the ability to easily add and remove items from the displayed inventory as well as provide user verification for security purposes. One of the other main features is inventory backup to external storage. This means that inventory stocks can be cataloged for review purposes with possible future features including the ability to import previously saved backups. The application Icon should be simple and easy to understand as an inventory app at first glance. The design could be that of a bookshelf or wooden crate which would make it stand out among the other designs while also having a related image. Another option for the logo is a simplistic design with the clipboard and pen to showcase its inventory management capabilities.

Currently this application is still in the development phases with a few bugs before initial release, but it is planned to work on android 9.0 and onward as this is what the app was designed and tested around. There will be sequential updates after release that offer better support for newer versions of android, but older versions will not be supported as very few people still use the older versions. Effort is better spent in making sure the app runs smoothly on current and future android builds in order to provide better support for the most common user. These updates will be carried out on a monthly or bi-monthly basis as new features are requested and new versions of android are released. Should bugs be discovered those will have top priority over new feature implementations. Possible later updates could include inventory import options as well as new security features or shared device inventory.

The permissions the application will ask for are fairly basic as only SMS and external storage access are asked for. The user has the option of enabling SMS notifications for alerts about inventory levels and the external storage is used for backing up inventory lists. These are the only two permissions the app asks for so that there is no unnecessary power drainage by using unneeded sensors. This is also to ensure that user privacy is maintained as access to unneeded sensors can lead to concerns from users over whether their data is being logged. This will not be a feature in this application as the user’s data will not be sent to any other party or device without the user’s doing so.

Monetization of this application will most likely require the use of advertisement or donations. User data should not be sold to the advertisers as there is no identifying data being stored other than possibly and email address. Banner ads could be to display content on the bottom of the application but popups ads should be avoided as this could present a usability issue for the customer. In a warehouse or retail environment popup distractions are not conducive to good work. In addition to the free version that includes ads there should be a premium single time payment version of the application where all advertisements are removed. This could be more marketable towards business owners as it removes distractions and allows for a more professional looking UI. The application should not have a subscription version as, while this is the most profitable form of application monetization, users would most likely be turned away for having to pay monthly for a simple inventory management app. The addition of new features should also be considered for monetization purposes as separate features can be more easily linked to a subscription. Real time backup and syncing could be a paid feature of the application as these are optional performance upgrades.