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Project Three App Launch Plan

The app that I developed is the Event Tracker. Its main purpose is to help people keep track of their events in a simple and straightforward way. Users can add, edit, and delete events without any unnecessary complexity. The app also provides the option to receive SMS reminders, which is especially helpful for people who tend to forget important dates. The target users include students who want to stay on top of school deadlines, parents who need reminders for family activities, and working adults who juggle multiple responsibilities.

The description of the app would highlight its ease of use and practical design. For example, it would highlight how quickly users can add an event by entering the name, description, date, and time, and how neatly everything is displayed on the main screen. If SMS permission is granted, the app will also send text reminders on the day of the event, giving users extra peace of mind.

For the app icon, I would design a simple but clear image of a calendar with a small bell, which most people would immediately connect with an event reminder. The idea is that users can quickly recognize what the app does just by looking at the icon. Keeping the design clean and minimal also fits the overall goal of making the app straightforward and user-friendly. It would support the branding by showing that the app is lightweight, practical, and easy to use.

The app supports Android versions 7.0 (API 24 “Nougat”) and higher, up to the newest version Android 16 (API 36 “Baklava”). This means that users with phones released in the last several years will be able to use the app without problems, and the app avoids older versions of Android that are no longer secure or supported. Setting the minimum SDK to 24 ensures that even mid-range and older devices can still install the app, while setting the target SDK to 36 makes sure the app is fully updated and compatible with the latest Android features and design standards. Supporting this range allows the app to reach about 98.6% of all Android devices currently in use, which gives it a very wide audience while keeping it modern and safe. By targeting the newest Android release, the app can also take advantage of improvements in performance, security, and user experience that come with each update.

The only permission that my app currently requests is SMS (SEND\_SMS). This is necessary so the app can send users reminders about their upcoming events as text messages. No other permissions, such as location, microphone, or storage, are requested because they are not needed for the app to work. Keeping the permissions limited makes the app safer, easier to trust, and more likely to be accepted by users in the app store.

An important part of the design is that even if the user were to deny SMS permissions, the rest of the app would continue to work normally. Users can still add, edit, and view events without any problems, the only feature they lose is SMS reminders. This way, the app is not dependent on one single permission and remains accessible to everyone.

For now, I would not charge for this app or include ads because it is a small and simple tool that does not justify monetization. The main focus of this project is on creating a functional and helpful app that users can trust and enjoy. Charging money for it in its current form might discourage people from downloading it, and adding ads could take away from the clean and minimal design.

If I were to expand the app in the future and add more functionality, I would consider using the freemium model. This would involve keeping the app free for all users but adding ads in the basic version, while also offering a premium subscription. The subscription could remove ads and include additional features such as event categories or cross-device syncing. This model would let users choose between free and premium experiences, while also providing a way to generate income if the app grows.