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**Project 3**

The application that I created for this project is an inventory tracker. This app has a login and account creation system that allows individual users to keep track of their input data, mainly inventory items and their quantities. The application also allows the user to enable SMS notifications that will tell them when a product reaches 0 in quantity. When creating the application description in the google play store, I would probably emphasize that it is a free solution to an inventory tracking problem. I would also make sure to note to users that it can practically be used for anything that requires creating a list that needs to be kept track of. When considering the competitors that already exist, this application will need more work before it is ready for release, including but not limited to the addition of a login system that is verified server-side and checks against a less exposed database. For the application icon, I will probably use the icon/logo that I created or a standard storage box icon that is free to use as there are no monetization features currently available on the application.

I tested the application mostly on API 29 as my computer was having issues with the API 33 emulator, although, from the little bit that I could test there, it seemed to work. (I kept having random graphical bugs that I could not solve in time for this assignment, plus the show() toast system did not work on API 30). Overall, it is important that the application be compatible with as many Android versions as conceivably possible and that I do a large array of tests before releasing it, otherwise, it will kill the reputation of the application before there is any chance to improve it. I will need to do extensive testing and research to figure out what’s changed in the versions I wish the application to be compatible with so that I can create alternate versions that work for them.

My application will ask for permission to send SMS notifications to the user, via the bell icon toggle that is set up in the grid activity. Applications should ask only for permissions that are necessary for proper functioning. For example, my inventory tracking app, in the future, may require permissions that could include access to the camera to scan barcodes, access to storage to store inventory data, and internet access for syncing data with the server. The permissions I’ve asked for can also be found in AndroidManifest.xml.

When it comes to monetizing the application, I’ve decided outright that I would not include any for this kind of project. If it were to be more functional and had server costs to contend with instead of just local data, I would likely offer a limited version for free with banner ads situated in places that are less annoying to users. I would then offer the ability to pay a small one-time fee to get premium features. What those premium features would depend on how far I take the development, if I were to add in barcode scanning and other important features, for example, I would bar those behind payment.

My launch plan would be simple, but effective. First, it would start with the steps described in the original prompt for this assignment. It would begin with developing the application to ensure that it is fully functional and bug-free. I would then create an application description that communicates the app's purpose, benefits, and unique selling points. I would continue by designing an application icon that is simple, memorable, and representative of the app. Once all of that is out of the way I would begin to test the app on various Android devices and ensure that it is compatible with as many as possible, before requesting feedback from beta testers to identify any issues or areas for improvement. (These would likely be my friends and family since I do not have the resources companies do). I would then take the time to evaluate further my monetization strategy before submitting the application to the Google Play Store and ensuring that all required metadata, screenshots, and promotional materials are included. Lastly, I would seek to promote the app through social media, email marketing, and other channels with the hope of reaching the target audience. From this point on it would just be a continuous process of updating the application to fix any bugs, add new features, and ensure compatibility with newly released Android versions.