App Launch Plan

For my app’s description, I am going to outline the different features of my app. It is important to let the user know the reasons why they would want to use your app. For this we would go into how the app is able to track the inventory that the user is creating. It lets the users create items that will be housed within the database created for the app. This plus the feature that allows the user to be notified when the inventory hits zero are both important items to make sure that you have written down in your descriptions.

As for the Icon of my app I would like to go with a picture of drawstring sack. This icon would be playfully playing with the word inventory. This will be playing on the fact that in most games’ drawstring sacks are used to house players inventories. It is a common enough icon that people understand the reference with this application being an inventory app.

For this application launch I have my application currently running on all the recent versions of android. The oldest version my application will run on now is android 9.0 all the way up to the current android 13. Upon launch I think that this is a good spread across many different versions of android meaning that we would still have a big starting audience for our launch. While the app has been coded to work across of these different versions of android it is crucial to test it out through emulators to make sure that the application is use able. This is also something that even after the initial launch might get changed as user data comes in.

With this application we luckily do not need to ask for a ton of permissions. We will need to get accesses to the users SMS system. We need access to the user’s text messages to alert them when the inventory of an item hits zero. This way users can work on replenishing that inventory, as well as alert them to the fact that they have ran out of stock on the item. That is going to be the only permissions that our app is going to need to run the application make it as useful as possible for the user.

Monetization for app like this is going to have to be a monthly subscription. I wish I could make it a one-time payment but because of all the information that our databases will need to hold to make this app successful we will need to make money over time. One-time payments are just tough in this new digital era. Also, since this application is more likely to be used for business, I would not want to run ads on it and get in the way of their work. Thus, leaving us with a monthly over time payment to keep the app running.