Raymond Costa

CS-360

08/14/2025

**EventTracker App Launch Plan**

**App Description and Icon Design**

EventTracker is a streamlined Android application designed to help users log, view, and manage personal events. The app offers secure account creation, a dashboard for event tracking, and optional SMS notifications. It is built with a focus on usability, accessibility, and ethical permission handling. The app’s description will highlight its core features, including persistent local storage, intuitive interface, and customizable event reminders.

The icon for EventTracker will feature a minimalist calendar with a checkmark overlay. This design symbolizes organization, completion, and reliability. The icon will use a clean color palette to ensure visibility across various device themes and screen sizes.

**Android Version Compatibility**

EventTracker is compatible with Android API levels 21 through 34. This range ensures accessibility for users with older devices while also supporting the latest Android features. The minimum SDK version is set to API 21 (Android 5.0 Lollipop), which allows broad device coverage. The target SDK is API 34 (Android 14), ensuring compliance with the most current platform standards.

Developing for newer versions of Android introduces additional considerations, such as updated permission models, background task limitations, and UI behavior changes. These challenges have been addressed through careful testing and adherence to Android development best practices.

**Permissions**

The app requests only one permission: SEND\_SMS. This permission is necessary for the SMS notification feature, which allows users to send event reminders via text message. The permission is requested at runtime, and the app provides clear feedback if access is denied. No other permissions are included in the manifest, ensuring that the app does not request access to unnecessary or sensitive device features.

The app does not request permissions such as audio recording, location tracking, or camera access, as these are not relevant to its functionality. This approach aligns with ethical development standards and enhances user trust.

**Monetization Strategy**

EventTracker will launch as a free application with full functionality. The initial release will focus on user adoption and feedback rather than revenue generation. However, a monetization strategy has been outlined for future versions.

The app will adopt a freemium model. Basic features, including event creation, dashboard viewing, and SMS notifications, will remain free. Premium features, such as cloud synchronization, calendar integration, and advanced analytics, may be offered through in-app purchases.

Additionally, non-intrusive banner advertisements may be introduced in the dashboard interface. These ads will be carefully placed to avoid disrupting the user experience. The app will not include full-screen ads or require a one-time payment for basic access.

**Launch Preparation and Future Steps**

The final submission includes a zipped Android Studio project folder containing all source code, layouts, and assets. An optional APK file may be generated for testing and distribution. The app has been tested on Android emulators across API levels 21 through 34 to ensure stability and compatibility.

Promotion strategies include sharing the app via academic and professional networks, posting on GitHub and LinkedIn, and collecting user feedback through surveys. The app may be submitted to the Google Play Store in a future phase of the course.

Future enhancements include cloud sync using Firebase, push notifications, multi-language support, and AI-based event suggestions. These features will be prioritized based on user feedback and adoption metrics.