Project Three

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CS-360: Mobile Architecture & Programming

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***App Description and Icon Design:***

The Event Manager app that I designed, named “ScatterBrain”, is intended to simplify the process of remembering all prior arrangements from meetings to dinners, tests, concerts and so forth. Rather than being an “event” manager, it is more intended to also be a life manager. The icon for the app would/will be the outline of a brain in white, with a bold color such as “safety orange” as the background. This would keep the icon design simple, eye catching and rememberable.

The description for the app in the Google Play Store would be:

*“Introducing Scatterbrain, your ultimate life events manager designed to bring simplicity and intuitiveness to your fingertips! Gone are the days of missed appointments, forgotten concerts, and jumbled schedules. Scatterbrain is here to help you manage all aspects of your life's events, whether it's a business meeting, an upcoming test, a much-awaited concert, or a dinner date with a friend.”*

*Included Features:*

* *All-in-One Event Management*
* *Simple and Intuitive Design*
* *Personalized Notifications*
* *Collaborative Planning*
* *Security and Privacy*

***Android Version:***

Concerning the version that this application would be compatible with, I would choose to do Android 9.0 (Pie, API 28). The reason for this is it would cover a significant number of devices that may still be in general use/circulation. As the design and functionality of the app does not require much besides the ability to send SMS notifications, it is not necessary to limit its availability to older devices.

***Permissions:***

Concerning permissions, as of now, the app only requests the ability to send SMS notifications to remind the user of upcoming events which is crucial to the basic functionality of the app. In the future, it would also be beneficial to have the ability to pull information from the users Calendar within the application so that it can suggest creating SMS alerts for events that may have been created already in another application.

***Monetization:***

For ScatterBrain to provide the best user experience possible, I believe the best option for monetization would be a One-time Payment option. Being Free with Ads would take away from the user experience as it would potentially clutter or inhibit the quality and speed that the app is supposed to provide to users. I don’t believe a subscription model makes sense for an event manager app. In addition, having features locked behind a paywall doesn’t necessarily make sense either. I would much rather market the application for a one-time fee and provide the best user experience from the beginning, thereby word of mouth and user reviews would be the best drivers for future “customers”.