Project Three Launch Plan

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**About:**

The application is one for a user to organize upcoming events and receive notifications of which events have arrived as dates come up. It uses a Log in system to make sure only verified users are logging in to the application which is split into two screens. One screen for new users and the other screen for existing users to log in. After successful log in the application will open to the event page where the user can add, delete, or update events that will be stored and show up on screen by entering the values into the editText boxes and clicking one of the buttons.

**Summary:**

The application starts with the new user log in screen with button options for new user to register or for existing user to log in. If an existing user clicks the button, they will be brought to the log in screen which will compare what they type in the boxes against the database of usernames and passwords. Once user has successfully either logged in or created a new user account, they will be moved to MainActivity2 and its screen cal\_screen (calendar). On this screen the user can add, delete and update events stored in the scroll views inside the grid. There is also the button on the top that allows the user to turn on or off notifications. The application has three .xml screens, MainActivity, MainActivity2, and LoginActivity.

The MainActivity.java and activity\_main.xml files are used for new user log in and this page is almost identical to the page used by LoginActivity.java and activity\_login.xml. The only difference in design being the buttons on screen. While activity\_main.xml has buttons for new user and existing user, activity\_login.xml only has an option for logging in. But for both once a user has either successfully logged in or created an account, they move to MainActivity2.

MainActivity2 is the main screen of the application and houses the options for adding, deleting, and updating events within the database and on screen. When a user inputs an event name, an event date, and an event description and presses any of these three buttons the application will work to accomplish the task with the help of the DBEventHelper.java file which is a control file for the database storing the events.

**App description for Launch:**

For launch an application like this should focus its description on its ability to organize a person’s scheduled events. Since the color scheme is a light color scheme describing the app as a calm organization app would help. Also, in describing there should be emphasis on the few screens easy use and secure functions of the application. It boasts a log in system so that others can’t view your event list and with few screens is easy to use and understand.

As for the Icon used for the app, it should be a simple icon to emphasis the simplicity of the application. It should also have a drawn image of a purple animal like the violet-backed starling, a small bird that has a very vibrant color of purple. With the rest of the icon being either colored like the pastel yellow like color used in the app background or white. This is to keep the design easy and connect it back to the look of the application while it is running. Plus, birds are known as early risers so the phycological connection in customers might make them feel like choosing this application.

**Version Support:**

Since this application was programmed on Android Studio version Giraffe it should be compatible with android Gradle plugin version 3.2 through 8.0. Which means it may not work on some devices made before 2018 and still running older version of android.

**Permissions:**

The application will be asking for a few permissions. It will ask for the right to push notifications as it will be notifying the user when an event’s date has arrived. It will also be asking the android software for permission to the current date/time. This is again to make sure that when event dates arrive the user can be notified.

**Monetization:**

This app would not work well with a flat one-time payment. It is too simple for people to spend a dollar on. It also doesn’t offer enough for warranting a subscription-based model on accounts. Therefor the best method of monetization for this app should it be monetized would be through ad support. By placing adds on the bottom portions of every screen in the app where there are no buttons or editText boxes the application can be free to run ads to show the user. This method of monetization also ensures that the application can receive the maximum amount of user downloads. Since a free app will always be downloaded more than a paid application.