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Module 7-2: Project Three – App Launch Plan

The Inventory Control Application could be launched as an in-development early-access type application, if I wanted to go that route. But there is a significant number of things that would need to be considered before even launching in its current state. An icon would need to be chosen, android version support, permissions desired and monetization are just a few of the things needed before launch.

When looking at similar applications within the Google Play store, there is a theme with inventory management applications. Many of them use an icon that includes a box, a barcode, or a forklift. Some even use a combination of these. Even when looking at the highest rated applications this theme remains true. I will admit that the skill of creative marketing design illudes me, but given the theme of similar applications I think an icon containing a forklift carrying a box with large letters “IC” or the abbreviation “INV” might be appropriate for the application.

The application currently targets Android 11, which is supported by 54% of all Android devices, but would be supported by devices reaching back to Android 9.0, which would be 84% of Android devices. This sounds like strong choices for a reasonable amount of supported devices. There would be some additional market research I would do before launching a application with these supported devices, inluding the features of these Android versions, but I think the current target versions are reasonable targets. At this point there aren’t any new features the application would need to run, but future expansion of the application could need to target newer Android versions.

In its current state the applications request permission to Send SMS messages, read the Phone State, and to Read the Phone Number. These permissions are all in the interest of allowing the application to send SMS messages to the user. In its current state these permissions are all within reason, given the current features. With feature expansion, which would be needed to create a competitive application, the needed permissions would need to be expanded, especially if multi-user, or cloud back-up might be added.

Monetization is a tricky subject. Most competitors seem to use either ad-supported or subscriptions based. In its current state, I can’t see anything beyond a ad-supported model, most likely using a banner advert within the application. The application doesn’t have enough features to have anything beyond a very basic monetization. However, when considering expansion of the app, adding things like multi-user and multi-device support, cloud-based data backup, expanded item management, camera support for item pictures or barcode scanning, and even more I can see the application using a freemium model. An expanded application could use a monetization model where basic features, particularly single device, locally stored data only, would be free to use, whereas expanded features, like multi-user and cloud-data would be locked behind a subscription. The subscription could have further levels, with the number of items stored or number of users being limited based on subscription levels.