**CS-360 App Launch Plan**

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Throughout our daily lives, sometimes we have an overwhelming number of tasks to get done. For anyone, it can be easy to get frazzled by everything, but having an event tracker helps give a peace in mind and finish your tasks accordingly. Event Planner allows for you to log in—if you are a new user, you can create an account—and create different events to help you stay organized. Once logged in, you can create an event, and choose to be notified if it is urgent or not. If you would like to remove an event, you can simply remove the event. Because Event Planner is an organization/lifestyle application, the icon that would best represent would be a calendar with a small pencil present. This would clearly get across the idea that the application is an organizing app.

Event Planner would successfully run-on newer versions of android, Pie. I would consider looking into making the application available for older android devices, but that would have to be something that is being worked on as a side project. The current version of Android, which is Snow Cone, isn’t accounted for Event Planner. This would be something that would also be looked into. Event planner only requires permission to send notifications to your phone to alert you for your event—if you would like to be alerted.

Consider whether your app will include ads, require a one-time payment, both, or neither. To monetize Event Planner, the application will have ads and plus limited number of events at once you can add somewhere around 10 or so. This would be the free version. If the user would like to add more than 10 items at once, and not have to be bothered by ads, they could purchase a premium version. In the near future, adding customizable features such as having different backgrounds, would also encourage users to purchase the premium version.