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Final Project Release Plan

Now that the development phase is completed for the Inventory Application, we can move on to the deployment phase.

**App Listing:**

The goal of the listing on the app store is to convey what the application does as well as convince users to download the application. To accomplish this, the description will be used to outline the functions of the app. The description will mention that the application will allow you to store inventory data and have it persist on the device. The description will also inform the potential user that there is an SMS option that will notify you if an inventory item drops below 0 stock. The description will mention that all notifications are opt-in since that is important to me and it is how the app works. To convince the user to download the application, we will include various images of the app in use. We will use these images to showcase the selling points of our application which are the simplicity, and cleanliness of the design. We will also include an image that shows what data looks like in the app so the user can get a feel for what to expect.

**Permissions:**

Android has many permissions available to it. The only permission that the application will make use of is Manifest.permission.SEND\_SMS. This permission (if accepted) will allow the application to forward an inventory update to a phone number in the case that an items stock falls to or below zero. This notification will allow the user to know that they need to re-stock a certain item. The application will request permission to use the SEND\_SMS permission the first time the user launches the application. The application will remember the users response and will not send any messages if the permission was not approved. We will make it clear that a user must opt in to receive these text notifications. I have a strong aversion to unsolicited notifications, and I believe making a potential user aware that the notifications are only sent if they approve is a selling point of the application.

**Android Versions:**

The Inventory application is built with a Target SDK of 29 and a min SDK of 28. With a min SDK of 28, this application will support roughly 40% of devices. This number is lower than I would like to see. In a future version of the application we could reduce the min SDK version to increase the supported device count. This is important to promote a larger user base. This is especially important because our application is marketed as a simple and clean application. Users who would be interested in a simple and clean UX will likely not have the latest and greatest devices supporting the latest SDK levels. In addition, the inventory application is relatively simple and does not use any leading edge features that would require a modern SDK for the minimum version.

**Monetization:** The day 1 release will not include any monetization. More research would need to be conducted to create an informed monetization strategy for this application. A major selling point for this application is the simplicity and cleanliness. Adding any advertisements would reduce the cleanliness and simplicity. We must avoid any advertisements that significantly impact the users experience, so any full screen ads are not going to happen. There is a potential for adding simple banner advertizments if further research determines they will not have a significant impact on user experience and user perception. If we want to maintain an unobstructed UX while still including monetization, we could introduce 2 potential solutions. We could have a an upgrade process where the user can pay a 1 time fee to remove banner ads to restore the simple ux. Alternatively, we could require payment to download the app. This will reduce the amount of users we have, but may be more profitable than a banner add approach. For initial release, we will not have any monetization, and more research will need to be done before a long term app monetization strategy can be settled on.