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CS-360: Mobile Architecture & Programming

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20 August 2025

Inventory App Launch Plan

With the full implementation of InventoryApp, this app is now ready to launch on the Google Play Store. When shown in the Play Store, our app will need an eye-catching app icon and a easy to understand description that highlights all of the features of this app. For the app icon, the design should stand out and be unique, but not so much so that it is distracting. I envision a solid white background with multiple different brown cardboard boxes closed with blue packing tape, stacked on top of one another. Each box would not be perfectly stacked on top of themselves, but the shape of the cardboard boxes would provide symmetry to the app icon. For the app description, we can feature something like this:  
 *“Take the headache out of inventory management. InventoryApp is a simple and lightweight app that tracks your warehouse’s inventory for you! Never again will you be left wondering where a pallet is or worried if you have enough inventory in-stock. InventoryApp tracks the inventory in your warehouse, allowing employees to add new items, adjust quantity amounts, and location of different pallets throughout their day. Getting low on an item? InventoryApp will notify you via SMS! This app also features individual user profiles, allowing managers to add multiple different employees and keep your warehouse inventory privately stored on device.”*

This app is designed to run on Android 11 (API 30) and above, which will allow compatibility with 77.4% of Android devices currently on the market. This will allow broad compatibility with most Android smart phones manufactured in the past 5 years, ensuring a large user pool that can use this app and more recent security improvements to protect on device data.

To operate, the app will only request the permissions that are necessary for core features. The only permission that we need to prompt for the user is the ability to send SMS messages, as this supports the low-inventory notification feature. This feature is explicitly explained to the user, so they understand why it is required. Other than this permission, the app does not need access to permissions like the camera or location data. Designing the app with privacy in mind will help to grow our user base and keep our app secure.

Our monetization strategy for this app must be targeted toward businesses at scale to have a warehouse. Ideally, we should target small to medium size businesses. I believe we should adopt a cost up front model, charging $9.99 for the app in the Google Play Store. Keeping the cost at $9.99 keeps this app accessible to businesses while also gatekeeping the app to its target demographic. Monetizing the app with a freemium model would make more sense if we were targeting individual users, but businesses will not want ads in their critical day-to-day application. In the future, with additional updates we could offer other upgrade options that require either a subscription or another one-time cost to continue monitoring our existing user base.