**Teodoir O’Ceallaigh**

**CS-360**

**Southern New Hampshire University**

**August 2022**

**App Launch Plan**

**What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?**

When launching my app in the app store I would use a well designed app logo that showcases my company. For this app I created my own logo that is a mixture of my partner and I’s initials which we utilize for anything we both put our names on. The logo accurately depicts our “brand image” and would be readily recognizable. As for the description, I will make sure that the description accurately outlines the available features and feature updates that are intended for the future. Because the app is for inventory tracking and accuracy is incredibly important I would highlight the utilization of the CRUD system and SQLite to keep track of data as well as record who has made updates so that errors or fraudulent activity can be tracked and reported on. Ideally this app would find its use primarily with companies who need to track inventory in a warehouse system or home users hwo want to keep a home inventory system for emergency purposes.

**Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.**

With the app itself being relatively simple but powerful, the app should run on the most current version and be easily updated with deprecated resources being relatively easy to exchange out as needed or desired. In terms of visual aspects I think it will be prudent to update the UI as new features are introduced but currently it is vital that the function remains at the forefront of the UX. Currently the app is set up to run on Android 9.0 or newer, but shouldn’t struggle running on older versions if a client or users were to request it.

**What permissions will your app ask for? Be sure these are only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?**

The application I have created currently only requests permissions for SMS notifications however in the future it would have the potential to request access to the system storage to download and upload copies of the database for tracking purposes and freeze frames of the system inventory or auditing procedure. The application may also request camera access in the future to take photos for items so that there is a visual for the inventory items as well as the description and the count.

**What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.**

The application would be geared more towards enterprise level inventory tracking or personal emergency inventory tracking. Understanding this, the monetization of the app would likely consist of an enterprise level subscription package that would include support and catered inventory set up, while personal level users would have the option for a much cheaper subscription offer to keep data stored and backed up in the cloud while they set up heir own database and inventory items.