**CS360 Project Three Launch Plan**

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**App Description and App Store Presence**

The app store description and icon for my app (named **Stuff Buddy**) are the first things a potential user would see when looking for an app to satisfy their needs. In our description we should include the most important features that our app has to offer, and who would benefit from using it. The description should be free from bloat and let users know if this app is the right choice for them, here is a short draft:

Stuff Buddy is an extremely simple to use inventory management app designed for small business owners, collectors, and individuals. Effortlessly manage stock and quantities or catalog your collections with ease. Stuff Buddy does not require an internet connection, so you’ll always have access to your inventory. Download now and experience the convenient inventory management at your fingertips.

Of course, this is just a starting point, but I think it hits all the main points while still being fun and easy to understand.

While having a great description is necessary, many uses probably won’t even read it if they don’t like the icon. The app icon needs to represent the app’s main points: simplicity and ease-of-use. For this reason we should design an icon that is unique, but very simple and clean. Additionally, it’s important that the icon scales well and looks good at all sizes. Some trial and error and color scheme work will need to be done to find the right combination of colors and a symbol that represents the inventory management feature.

**Device Support**

As we’re targeting the Android 13 platform (Android API 33+) Stuff Buddy is in compliance with the Google Play Store’s upcoming changes, which make targeting API 33+ plus mandatory for new apps added after August 2023 (“Android 13,” 2023). Android 13 is native on ~20% of devices, and the API is backwards compatible for several generations (“Device Compatibility Overview,” 2023).

Furthermore, the application asks for several permissions (Phone Number, Phone State, and SMS), but will function perfectly fine without these permissions. This means Stuff Buddy supports tablets and devices without phone services. Stuff Buddy has been tested on both phone and tablet emulators.

**Monetization**

The Google Play Store charges no fees for independent developers to deploy their applications with their service (Google, 2023). Google does take 3% of revenue from paid applications as well as 3% from all in-app purchases (Google, 2023). Since this is my targeted distribution platform, and I believe in this model, I do not wish to add a cost or in-app purchases to Stuff Buddy. I may add a donation link for those that appreciate the work that goes into designing and developing applications.

**References**

Android 13. (2023). *Android Developers*. https://developer.android.com/about/versions/13

Device compatibility overview. (2023). *Android Developers*. https://developer.android.com/guide/practices/compatibility

Google. (2023). *Google Play Android Developer Support*. https://support.google.com/googleplay/android-developer/