# **CS 360 Project Three (LAUNCH)**

**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?

The app’s description will place emphasis on the app’s ability to allow its user to organize, manage and plan for upcoming events. It will describe the app’s features such as its ability to save, edit and delete events and it will hold information on the app’s user-friendly interface and messaging system.

The app’s icon will be something that is easily recognizable, attention-grabbing, and distinct. It will mostly likely be a representation of the name of the event planner app, such as a letter or an abbreviation.

* + 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.

The event planner app will successfully run on various Android versions. This will increase the app’s chances of reaching a broader set of users. It will be run on the most commonly used Android versions and also the latest Android versions. This will allow for an increase in compatibility across many Android devices.

* + 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 event planner app will require specific permissions necessary for its core functionalities. The app will require permission to send notifications for event reminders and updates. It will also require permission to access the device's calendar in order to sync the calendar events to the user’s existing calendars.

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

In regards to the monetization of the app, there will be non-intrusive ads located within the app. These ads will be in relation to event planning and will act as a stream of app revenue. There will also be an ad-free version where the user would instead have to pay a premium that allows for ad-free usage.