**7-2 Submit Project Three**

Aaron Ciminelli

SNHU

CS-360-T4230 Mobile Architect & Programming 23EW4

Professor Jerome DiMarzio M.S.I.T

April 17, 2023

A creative design, a functional application, and a well-thought-out launch strategy are all required for a successful mobile application. To manage all of the app's primary components, a precise launch strategy was established for the Event Tracking App. Thiswill ensure the app's successful market debut and consistent user approval. This plan considers the app's description, icon design, compatibility, permissions, and revenue strategy. Furthermore, the strategy is taken into account in this plan. A solid launch strategy will also include the app's customer care system, analytics tools, and marketing channels, all of which are crucial for sustaining high levels of user pleasure and boosting the likelihood that users will engage with the app in the future.

The app description is required in order to effectively describe the primary features and benefits of the Event Tracking App. Users who are considering downloading the app will be provided with a detailed overview of its purpose. This explanation will concentrate on the capacity to track upcoming events, a secure login and registration process for users, a user-friendly interface with a grid view of events, and the flexibility to update event data. Furthermore, the description will emphasize the notification system, which notifies clients of upcoming scheduled events on the day such events occur. As a result of this enhancement, users will find it easier to manage their calendars, track upcoming events, make reminders, and receive notifications.

Furthermore, it will provide a secure login and registration process to ensure user information confidentiality. Finally, an app store icon representing the program's main feature will be chosen. This icon should represent organization and time management, for example, a calendar with a clock.

The launch approach places a great emphasis on compatibility. The Event Tracking App will be designed to function with many Android versions, including the most recent version of Android when it is launched. Using this technique, the software is made available to the biggest possible audience while also taking advantage of the most recent Android features and correcting any potential difficulties that may develop due to version updates. The application will be continuously tested on android studio's device emulator to simulate devices of different varieties and configurations to ensure compatibility with the most popular Android smartphones and tablets. Finally, we will monitor user comments to address compatibility issues after the launch.

Sufficient permissions are essential to maintain user trust and enhance speed. The Event Tracking App will only request permissions that are essential for its optimal operation. These include calendar access, notice sending, and internet connectivity to synchronize data. We will not request rights that are not strictly necessary, such as audio access to the phone. The user must be informed of the permissions that the app wants to understand why the program needs those rights. Before a permit is given, the user must thoroughly describe and acknowledge it. Users should also be able to revoke their rights at any time.

The Event Tracking App's monetization strategy will be integral to the overall launch strategy. The software will initially be available for free download, with revenue generated through advertising within the application. In addition, a premium, ad-free version will be made accessible for those who wish to pay a one-time subscription to access the service. For example, the premium edition may have additional features such as in-depth analytics and event reminders that are automatically programmed. This dual approach allows customers to select the experience that best matches their needs while also ensuring the app's financial viability.

However, some people may find the commercials offensive and would prefer to pay for the version without advertisements. On the other hand, some people may not mind the advertising, but they prefer the premium edition because of the extra features. In any event, the app's commercial success is obvious. Users can select the software version that best matches their needs while providing developers with a steady source of revenue. As a result, the app will be able to continue offering its clients with the most excellent services available.

On the other side, there are always risks associated with releasing a brand-new product. It is possible that the intended market will reject the app or that technical difficulties will occur. Therefore, it is vital to be well-prepared to respond to any negative remarks or concerns that may occur. A strategy is essential for dealing with problems quickly and efficiently. Testing the product before it is released to the public and soliciting user feedback may help discover and correct any issues before it is released to the public. Other factors, such as assuring the product's support and promotion, may have contributed to its overall success.

Finally, the comprehensive launch plan for the Event Tracking program comprises a painstakingly created description and icon for the application, compatibility with multiple versions of Android, appropriate permissions, and a revenue method that is both possible and desirable. If these important components are addressed, the application is projected to successfully enter the market and mature into a valuable tool for users in arranging their activities and schedules. The program will be released in stages, allowing the development team to examine and evaluate user comments before making any adjustments or improvements. The launch plan aims for maximum success while guaranteeing a smooth market entry.