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App Launch Plan

The app I have chosen for this project was option one the inventory app for a warehouse. Throughout the development of this app and this class I have realized that this app can be much more than an inventory tracking for a warehouse environment. It can also be for the normal office tracking supplies or the busy person tracking their food in their kitchen and cabinets. I think the description of the app should point this out so when users read it they now that yes the intention was for warehouse tracking but we have discovered more uses for it that they can benefit from. I also think that the description should detail the features of security and that it is protected by user login. Also, to point out is function of tracking items and the ability to increase and decrease quantities. The description should also mention the sms reminders when items get low reminding users it is time to restock with it being snacks, pens, or pallets. I think the best kind of icon for my app would be a clip with a piece of paper in it with a pencil resting on it as if you were about to manually account for your inventory.

For the design of the app it should be expected to run on over 80% of all devices with older and the most current version having issues supporting the app. This was done in the design to make the process simpler and to not have to accommodate for newer components that may have added challenges. The overall app design was to follow a simple but effective design and newer version of android wouldn’t have helped in that regard.

My app will only as of right now ask for permission for sending sms reminders to the user. It will do this because it uses the text message app to send a notification to a user when it sees an item reach the minimum threshold and warns the user of the low quantity. Now possibly in the future if this app was to go through some updates, I could see the microphone permission being added. This way user could talk to text items so they wouldn’t have to type but as the app currently is this feature has not been added so the permission is not requested.

My plan for monetization currently is to not monetize the app for a couple of reasons. One I don’t think the app is overwhelmingly going to win over users where they would pay to use it or two put up with adds popping while using it. If I did change my mind and decide to monetize the app, I would probably have a 15 second ad play when the user logins but wouldn’t want it to happen while the user is using the app. I feel that would do more harm with making user upset and not wanting to use the app. But I would also offer a low monthly or yearly subscription to use the app without ads.