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Mobile Architecture

Project 3 – App Launch Plan

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**Description of Application:**

The application, *Quick Inventory,* is designed for warehouse workers and management to manage their inventory quickly and efficiently by providing real time metrics on products in inventory and notifying them when inventory reaches a threshold. The description within the app store will focus on these aspects of the application:

1. Real Time Inventory Tracking: Automatically updates inventory levels as items are inputted, removed or quantity is adjusted.
2. Inventory Alerts: By default, when an item reaches a threshold of zero, a SMS notification is sent to a specified number. Additionally, a pop up appears notifying the user of the low inventory and a SMS has been sent.
3. User Friendly: An intuitive UI with simplistic buttons to add, update and delete inventory counts.
4. Security First: Ensures data integrity and security with clear authentication for managing user access.

**Application Icon:**

The icon for *Quick Inventory* will be simple, yet stylistic. It will feature a square warehouse with a storage box within it. The design will be clean, with a visible color palette and will have recognition among many apps.

**Version Compatibility:**

*Quick Inventory* will support a minimum Android Version of Android 9, or Pie. The API level of the application is Android 13, or Tiramisu. This covers most active Android devices, ensuring that *Quick Inventory* users benefit from security and performance while maintaining a large potential user base.

**App Permissions:**

Quick Inventory will request the following permissions, which are limited to what is necessary for its core functionalities:

1. SMS permissions: To receive SMS inventory alerts of items with low stock, we will request **to send SMS** permissions. **If the permission is** not granted, the apps will still function, but will not send SMS notifications to users when an item is low stock. Users will still a pop up indicating low stock inventory for a particular item.
2. Internet Access: For error logs and other administrative information to improve the application.

**Monetization:**

The monetization will be based on using multiple versions of the application.

Free Version: The free version of the application will include basic inventory management features and zero inventory alerts. This version will be supported by ads that are strategically placed.

Premium Version: User will be able to upgrade to a paid premium version that will be ad free and include robust reporting capabilities as well as the ability manage multiple warehouses.

**Launch Readiness:**

Prior to launch, *Quick Inventory* will undergo a series of beta tests to gather user feedback and ensure stability. Marketing Strategies will revolve around social media campaigns, content marketing, direct marketing to warehouses and strategic partnerships. The application will be launched on Google Play Store, followed by a cycle of monitoring users feedback and continue iteration on improvements and feature enhancements.