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Inventory App Launch Plan

For this launch plan, I will outline the steps required to get the Inventory App ready for release. After completing the development phase, there are a few key areas that need to be addressed before the app can reach users. These areas include the app’s description, Android version compatibility, requested permissions, the monetization strategy, and future updates and maintenance plans. This plan will ensure the app is prepared for a smooth and successful launch.

The Inventory App is designed to help small businesses and individuals keep track of their inventory easily. Users can add, update, and delete items, with the inventory displayed in a simple grid layout. One of the standout features is SMS notifications, which alert users when an item’s stock is running low. This helps users stay on top of their inventory without having to constantly check the app. The focus is on making the app intuitive and user-friendly, so even users who are unfamiliar with inventory management tools can navigate it easily.

When the app becomes available in the app store, the description will highlight the following key features: secure login and registration, inventory tracking through the grid display, easy item updates, and low inventory alerts via SMS. This description will emphasize the simplicity of the app and its practical use for small businesses or personal inventory management. The icon for the app will feature a clean design, using a clipboard or box symbol to represent the idea of inventory management. A blue color scheme will be used to give the app a trustworthy and professional look, making it recognizable in the app store.

In terms of Android version compatibility, the Inventory App will support Android versions 5.0 (Lollipop) and above. This ensures the app can reach a broad audience, as many users still have older devices. At the same time, the app will also support the most current version of Android (Version 12 and above). This ensures the app takes advantage of the latest features and security updates from newer Android versions. The app has been tested on an Android 12 emulator and works well, so it is ready to handle modern devices. Supporting a wide range of Android versions is key to making sure the app is accessible to as many users as possible.

The permissions requested by the app are kept minimal, focusing only on what’s essential for the app to function properly. The app requests permission to Send SMS, which is necessary for sending low inventory alerts to users via text message. Since the app’s key feature is notifying users when stock levels are low, this permission is crucial. Other than this, no additional permissions like access to the camera, microphone, or location are required, ensuring user privacy is respected. By keeping permissions minimal, the app remains straightforward and builds trust with users who may be concerned about their data privacy.

In terms of monetization, the app will initially be free to download. The goal is to attract users by offering core features like inventory tracking and SMS alerts for free. However, additional features will be available through in-app purchases. These features might include cloud backups, multi-user support, and more advanced notification options like email alerts. This freemium model allows users to start using the app without any upfront cost while giving them the option to upgrade to more advanced functionality if needed. The app will not rely on ads for revenue, as the focus is on maintaining a clean, distraction-free interface that enhances the user experience.

To market the app and reach its intended audience, the marketing strategy will focus on social media platforms like LinkedIn and Instagram. These platforms are ideal for targeting small business owners and individuals who might benefit from an inventory management tool. A launch campaign will highlight the app’s simplicity and ease of use, with screenshots that showcase the grid layout and key features like SMS notifications. The app description will be optimized with relevant keywords like “inventory management” and “stock tracker” to make it easier for users to find in the app store. Additionally, a short tutorial will be included within the app to help first-time users get started quickly, ensuring they can begin managing their inventory right away.

Future updates to the app are already planned. One major feature I am considering adding is barcode scanning for faster item entry. This would allow users to scan items directly into the app rather than manually entering data, speeding up the process. Another potential update is multi-user support, which would allow multiple employees or team members to access the app and update inventory in real-time. Regular bug fixes and performance improvements will also be part of the ongoing maintenance plan to keep the app running smoothly. User feedback will play an important role in guiding these updates, ensuring that the app evolves based on the needs and preferences of its users.

In conclusion, this launch plan covers the key steps needed to bring the Inventory App to market. By focusing on ease of use, Android version compatibility, minimal permissions, and a smart monetization strategy, the app is positioned for success. The marketing plan will help attract users who need a simple and effective way to manage their inventory, and future updates will ensure the app continues to meet their needs as it grows. I’m excited to see how users interact with the app and look forward to making improvements based on their feedback.

**References**

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