**App Launch Pad: Inventory Manager Pro**

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Bringing a mobile application to market requires strategic planning beyond the development phase. For Inventory Manager Pro, I have created a comprehensive launch plan addressing all necessary components for successful market entry. This plan covers essential elements from initial release through ongoing growth, recognizing that launch execution is as critical as development for achieving success.

The app store description will clearly communicate value to small business owners and individuals needing inventory tracking. It will highlight secure user authentication, real time inventory management, and low stock SMS alerts. The description positions the app as a proactive solution that prevents stockouts through immediate notifications.

A blue and white circle with text

AI-generated content may be incorrect.

The app icon features a clean, professional design using a file symbol in Material Blue (#2196F3) against a white background. This color scheme conveys trust and professionalism while the file imagery directly represents inventory management. The simple design follows Material Design guidelines and scales effectively across device sizes, immediately communicating the app's purpose without confusion.

Inventory Manager Pro supports Android 8.0 (Oreo) through Android 14, covering over 95% of active Android devices (Android Developers, 2024). This range provides access to modern features while maintaining broad compatibility. The app targets API level 34 for latest Android features while ensuring backward compatibility.

During development, I addressed version specific considerations including scoped storage implementation for Android 10+, notification channel compatibility for Android 8.0+, and Material You elements for Android 12+. Extensive testing across versions confirmed consistent performance. The SQLite database uses backward compatible methods to ensure reliable data persistence across all supported versions.

The app requests only two essential permissions. The SEND\_SMS permission enables low inventory alerts via text message, a core feature for immediate notifications. The READ\_PHONE\_STATE permission supports SMS functionality compatibility. Both permissions underwent careful evaluation to ensure necessity.

Critically, the application maintains full functionality if users deny these permissions. SMS alerts enhance rather than limit core features, and all inventory management capabilities remain available regardless of permission grants. This approach aligns with Google's recommendation for minimal permission requests with graceful degradation (Google, 2023), giving users control over privacy while preserving app functionality.

I implemented a freemium model balancing accessibility with sustainable revenue. The free version includes management of 50 inventory items and five monthly SMS alerts, allowing users to experience core value. The premium tier at $2.99 monthly or $24.99 annually provides unlimited items, unlimited alerts, data export, cloud backup, and priority support.

This pricing is competitive within inventory management applications while offering clear value differentiation. I excluded advertisements to maintain professional user experience essential for business applications. Based on market research, I anticipate 5-7% conversion from free to premium users, generating sustainable revenue for continued development (Statista, 2024).

The launch follows a phased approach with two weeks for final testing and store preparation, followed by soft launch in test markets for initial feedback. Full public launch occurs in week three with basic marketing. Success metrics include download numbers, user retention rates, premium conversion percentages, and app store ratings. These indicators will guide future development and marketing strategies during the critical first 90 days.

# References

Android Developers. (2024). *Platform version distribution*. <https://developer.android.com/about/dashboards>

Google. (2023). *App permissions best practices*. <https://developer.android.com/training/permissions/usage-notes>

Statista. (2024). *Mobile app revenue models*. <https://www.statista.com/statistics/269025/worldwide-mobile-app-revenue-forecast/>