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Event Planner Application Launch Plan

Though numerous alternatives exist, there is plenty of market space for a calendar/event planning app. Though throughout the course development on the app remains unfinished, a launch plan will still be outlined for an eventual Google Play Store release. The top priority pre-release will be finishing basic functionality. This entails implementing the calendar view as a method of sorting events, performing a proper user id check upon login, fixing the error that causes a freeze upon opening the MainActivity. Development for the remaining CRUD features will be completed before launch as well.

In terms of the launch itself, there are numerous details that should be thoughtfully considered beforehand. For one, the app store page should have all of the information necessary to show potential users how it operates while marketing it in a way that will draw users in. Because of this, an app icon must be selected that is both functional and eye-catching. Having a simple vector image of either a calendar or a checkmark could get the purpose of the app across. Combining this with a bright primary color will make the logo stand out much more in a sea of apps. Likewise, a description of the app should be made such that the functionality of the app is able to be understood quickly and easily. For example, a description for this app would discuss all of the benefits of utilizing event planning software. These include having higher levels of productivity, keeping track of events easier, and making schedules that efficiently utilize time. All of these are nearly universally desired traits by users from many backgrounds.

On release, the app should be able to support as many devices as possible. There are not any features that would require the app to use a newer version of Android like Android 13 with API level 33 as the app is designed. As such, the app was designed at API level 28. This allowed for modern features to be implemented into the design without sacrificing potential users. Android 9 (code name Pie) has support on over 86% of android devices worldwide. Because the app does not utilize many features of newer releases, maximizing userbase is more important than any future feature additions that a newer version would allow for.

The app will require some base level permissions in order to provide all of the features. For example, it needs to have access to SMS notifications in order to send the user text reminders of upcoming events. In the same vein, access to push notifications should be given so that users can receive reminders without requiring a cell phone service to do so. Another permission that can be provided would occur in the case of expanding the features of the Event class to include locations. Allowing location services could allow the user to trigger a reminder when they enter an area. An example of this would be a reminder to do laundry when arriving home or to do a task when making it to work.

In order to monetize the app, there are two routes that I would like to employ. The primary method of monetization would be through advertisements. There are many other event management applications on the Play Store, so having a high starting cost would be detrimental towards achieving adoption. This is especially damaging in an environment where the app is not as feature rich as alternatives are. Having in app advertisements through a service like Google AdService would allow for the app to remain free. The apps would need to be unobtrusive to avoid user frustration. As an alternative, there should be an option to remove the ads via an in app purchase. For many, these advertisements are an irritant that is necessary to use a free app. Having a small fee apply for removing those ads would be incredibly popular.

In conclusion, though the priority should be stamping out bugs prior to release, there is a concrete plan on how the app shall be presented at launch. An icon and store page shall be created to be eye-catching and functional. Additional features can be added post launch adding location support, but that permission will only be granted when that feature is ready for release. The feature should also be optional. Monetization shall occur through Google AdService