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**Event Tracking App Launch Plan**

The application's description will emphasize its simplicity and efficiency in tracking events and managing schedules. The description will also highlight its secure login functionality and SMS access that reminds the user when an event date is approaching. The icon will be a minimalist design incorporating calendar elements to stand out while representing its core functionality.

The application will be designed to run on Android version 9.0 (Pie) and above, ensuring compatibility with a wide range of devices. Additionally, thorough testing will be conducted on the most current Android versions available at launch to ensure they maintain the functionality and performance that impacts the user's experience. Continuous development and research performed for every new iteration of Android will maintain the application's relevance on the market, reassuring the user about its longevity and adaptability to future Android versions.

The Event Tracker application will display a permissions toggle that is easy to use, putting the user in control. When the user toggles the radio button, they will be notified that permissions were granted. The application will only require the necessary permissions to function effectively. In this case, the only permission present in the manifest is SMS permission. These permissions allow the application to send a message to the user's SMS to remind them that an event is approaching. There is no additional permissions needed for the application to function therefore other access will not be requested. Having only one feature that requires permission is why a radio button was appropriate. Having a single radio button emphasizes the simplistic nature of the application and dedication to maintaining privacy, giving the user a sense of control over their data and privacy settings.

While the Event Tracking application continues to improve, there will be a standard free version of the application, which uses non-intrusive Ads to generate revenue. In the future, other monetization options will also be added. These additional options can include in-app purchases that allow the user to unlock customization features, additional event fields such as event categories, and an ad-free experience with a one-time buy. Another option will include a subscription, which provides a news article updating the users on upcoming features, applications, or beta releases of other application products.

The free version of the application can be used to gather user feedback on different social platforms. User feedback can be used to explore updated features for the more "premium" version of the Event Tracking app which may entice the users to upgrade. Providing options for the user also projects a sense of control, which can prevent the user from feeling forced or "bullied" into upgrading. Moderately timed ads are a significant contribution to sustainable revenue generation. This commitment to user feedback and feature updates makes the user feel valued and integral to the app's development, fostering a sense of community and collaboration.

Lastly, application download analytics can be used to monitor traffic to the application, how often it is downloaded, and in what locations the most downloads are. Once we have a sense of who the majority of our customers are, we can use a known online influencer to review the Event app to try and broaden the scope of our target users. This strategy was used by the creator of Instagram, which saw much success with it.

Implementing a comprehensive app description and simple and easy-to-use features, minimizing permission requirements, and projecting an aim to deliver value to the user ensure sustainable growth and profitability in the app market. People often prefer what is easily understood and doesn't seem intrusive to their privacy. With a minimalist approach to this Event Tracking application that emphasizes a "here is all you need" within a compact, simple user interface. This application can remain a relevant and reusable resource for many individuals and businesses.