**What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?**

The icon that will be used is actually already present in the app. Using Bing AI, I generated a logo of a typical packaging box with little dots for eyes. This creates a cute, cartoon style that will signal to the end user that Trackr is not going to be a boring, “all-business” inventory management solution. Instead, Trackr will use lots of colorful styles to make engaging with the app visually appealing.

A box with a box inside

Description automatically generated with medium confidence

The description of the app in the App Store will include a brief summary of all of the features. Here is an example of what that might look like:

**Trackr**

Tired of forgetting what you have on-hand? Introducing Trackr, a fun and color inventory management solution! Trackr is free to use with advertisements. However, if you love the app and want to support us, a one-time purchase option is available to unlock a completely ad-free experience!

Features:

* Personalized account system that supports multiple users on the same device
* Add items to your inventory
* Easily increase or decrease the available quantity
* Delete items when no longer needed
* Receive notifications when items are about to be depleted

To begin, simply download the app and create an account using your email address and password. Once you log in, you’ll be able to add items to your collection.

**Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.**

Currently, the app is set to target API level 33. This is because as per the [Google Play’s target API level requirement](https://developer.android.com/google/play/requirements/target-sdk), an APK uploaded to the App Store must target API level 33 or higher. This means that older devices may not be able to user Trackr, but there is no way around this.

Going forward, careful attention will be paid to the newly released API levels. The current plan is to remain on target API level 33 for as long as possible in order to increase the number of users that would be able to download the app. However, it will be worth being aware of what new features become available with new API levels so that the app can stay modern and competitive with other inventory tracking solutions.

**What permissions will your app ask for? Be sure these are only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?**

The app is intended to be as secure as possible while still providing value and convenience to the user. With that being said, the only permission the application will need is the ability to generate notifications. In its current state, the user can check a box to tell Trackr whether or not they want to enable device notifications. If selected, the user will receive a notification whenever an inventory item only has a quantity of one remaining.

**What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.**

I believe that the best solution is to present ads to the user until a one-time payment is made. In this way, users are free to download and explore the app to see if it will be a good fit for them. If the app required a one-time payment up front, many users may feel compelled to look elsewhere for something that fits their needs. After all, there are plenty of other apps to choose from!

By allowing the user to explore a free version of the app with ads, they’ll have the opportunity to test out the application and its features while still providing a monetary benefit to the company. If the user decides to continue using the application, they may decide they prefer the free experience and continue viewing the ads. In this case, the app will potentially generate more revenue than if the user had simply performed a one-time payment.