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CS-360 Mobile Architect and Programming

Module 7-2 Project 3: Launch Plan

The app I chose to create was the Event Database app. With this app a user is able to enter in a secure app with a username and password and enter new events with a name, description, and date. If they would like to enable notifications, the user will get a pop up that informs them they have an event scheduled on the day of that event.

* 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?
  + For my app’s description I will include what I wrote above to let the user know what capabilities the app has and how it may work for them in their lifestyle. I believe the icon that would be the best representation of my app would be one that had a calendar date on it. Similar to what all phones have with the default calendar app that is already installed on the phone. I would make my icon stand out and catch more people’s attention, enticing them to want to use my app over a default one.
* 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.
  + The minimal SDK version that my app can run on is Android 9 which is also known as Pie codename. The Target SDK version for my app is Android 12 which is also known as Snow Cone codename.
* 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 only permissions that my app asks for are text message notifications. It was required by the SNHU rubric, but the professor changed it after I had already implemented it. I left the permissions in the app in case I want to change that and develop the app further to allow for Text message notifications. I like the idea of having text message notifications as I believe that a pop-up notification may get missed and a small toast message will only appear while the user is in the app, and not outside the app. So, the notification would get missed if they did not login to the app that day.
* 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 if you want more people using your app especially at launch, it is best to make the app free, and slowly incorporate ads if needed. Right not this app is not that big, and it is using a local database. If in the future the app is updated and expanded to a cloud-based database that the developers pay for, then in- app ads would be appropriate. In addition, perhaps some additional features could be created and released to users who want to upgrade to an ad free experience.