**Project Three**

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**App Launch Plan for Inventory Management App**

**App Description**

The Inventory Management App is a simple, yet powerful tool designed to help users track and manage their inventory. The app allows users to easily add, remove, and update items in their inventory, as well as view a comprehensive list of all items currently in stock. With a clean and intuitive user interface, the app is perfect for both personal and professional use.

**App Icon**

The app icon will be a simple and recognizable image that represents the concept of inventory management. This could be a stylized image of a warehouse or a barcode, for example. The icon will be designed to stand out on the user's device and clearly convey the purpose of the app.

**Android Versions**

The app will be compatible with Android 5.0 (Lollipop) and above. This includes the most current version of Android, ensuring that the app is accessible to the widest possible audience. Compatibility with older versions of Android will be maintained with backward-compatible APIs and design patterns.

**Permissions**

The app will require the following permissions:

* Storage: The app will need access to the device's storage to save and retrieve inventory data. This permission is necessary for the app to function properly.
* Camera: The app will require access to the device's camera to scan barcodes and add items to the inventory. This permission is necessary for the app to provide its core functionality.
* Internet: The app will require access to the internet to download updates and sync inventory data with a cloud-based service. This permission is necessary for the app to provide its core functionality.

**Monetization**

The app will be free to download and use, with no ads or in-app purchases. The app will be monetized through a one-time payment model, where users will be required to pay a small fee to unlock premium features such as advanced reporting and inventory analytics. This monetization strategy strikes a balance between providing a valuable service to users and generating revenue for the developer.

**Launch Plan**

1. **App Store Optimization (ASO)**: Optimize the app's description and keywords to improve its visibility in the app store search results.
2. **Social Media Promotion**: Create social media accounts for the app and post regular updates and promotions to generate buzz and attract users.
3. **Press Release**: Write a press release announcing the launch of the app and distribute it to relevant media outlets and influencers.
4. **App Review Sites**: Submit the app to popular app review sites for potential reviews and exposure.
5. **User Feedback**: Gather feedback from users and use it to improve the app and address any issues or bugs.
6. **Continuous Improvement**: Regularly update the app with new features and improvements to keep users engaged and satisfied.

Overall, the launch plan for the Inventory Management App focuses on maximizing visibility, generating buzz, and providing a valuable service to users. With a strong focus on user feedback and continuous improvement, the app is poised for success in the competitive app market.