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Project Three App Launch Plan

The application I chose to create at the beginning of Mobile Architecture and Programming was an Inventory Tracking Application. This application can create and storing users, which involve a user and password combination, along with storing inventory items and saving them to a user session. The architecture design of the application involves a user account with credentials data stored in its own database along with a separate database for the items themselves. This improves security and prevents data from leaking out of the database if a breach occurs for the username and password, since the data is stored separately.

The Inventory Management System description will include highlights on its capability for storing inventory items, user accounts, and CRUD management. The icon I have chosen is an open box logo which is used universally throughout the application. This logo gives off a sense of storage and security. The version of the application when it launches will be 1.0. This ensures that the application is initially completed with baseline functionality and will set the base for future updates.

The application will also request permission to send SMS messages to the user, in which if the user accepts this option, it will set the setting for SMS messaging turned on, otherwise it will be turned off and prompt the user next login or new session created. The application will also make sure to prompt the user when deleting contents as a form of extra security in case the user accidentally clicks this option.

Monetization of the application will be focused towards a specific select group of users which may involve small and large business owners, personal inventory trackers, and casual individuals looking to make a list of items for tracking. In order to monetize the application properly, ads may be an option for the application since it will be totally free to download and there will be an upgrade to full version which will remove the ads from the application. This allows all users to use the application, but at the expense of allowing advertisements.

The application will launch on both Android and IOS devices using an emulator on non-compatible devices or browser to load the contents. The application size will consist of less then 500 MB and will store the data from the user on an online database (currently stored via SQLite on the device itself).

Overall plan is to have a successful launch and gain attention from users in order to provide feedback from the application. Feedback will be an option in the menu and will be used for making future improvements.