**App Launch Plan**

As part of the launch of the event tracking application, the description will include vital details of the app’s goal, features, and importance. To ensure that the app reaches the targeted audience, it will also include details of how event tracking can be used in an individual’s everyday life. During the construction of the app, there were a few icon ideas that passed my conscious. One of the icon ideas is a calendar that is centered and a checkmark in the bottom right corner. The colors that I believe would best fit the icon are an ombre tone of yellow, orange, and pink. As a lover of psychology, these colors are known to be the happiest colors on the color wheel. These colors can assist in persuading the user to download the application not only because of the happy colors but because the description of the app will be interesting and intriguing.

The event tracking application will successfully run-on Android version 29 and newer versions. This will ensure that users alike can have the ability to track their events. Additionally, the current and newer versions allow up-to-date APIs for easy usability of data. Since new components, updates, features, etc. are introduced with each version of Android, it is vital that the application remains up to date and industry best practices. Unfortunately, this means that users with an older version of Android will have to update their device/s to download the event tracking app. The challenges of new components will without a doubt bring difficult times, but it will be well worth it once the app fits into modern standards of current and new Android versions.

Regarding permissions, the event tracking app will only ask for permission to send SMS

notifications to the user. SMS notifications allow the user to see upcoming events so that they are reminded easily through their messaging system. The user also can deny this permission. This is the only permission that the app asks of the user since other permissions are not necessary. With this permission alone, the event tracking app will remain to function properly for the users. Since this is the only permission for the app, the user won’t have to worry about multiple permissions they may have to accept or decline; making it less hectic and easy to navigate through this simple application.

For monetization, I initially believed that the app would give the user a better experience if there were no monetization involved but as my time constructing this app passed, the app would be best utilizing in-app advertisements that would be displayed every time a user adds an event to their dashboard. The advertisement can be exited simply by clicking an “EXIT” symbol at the top left corner. To add on, depending on the traffic, the possibility of converting to a one-time payment is a possibility. A one-time payment would allow the user to pay at a low cost to use all the features of the application that a free subscription has limited access to.