Deployment Plan

A standard approach for android app publication will be implemented for this app. Thus, the primary resource for both accreditation and direction will be Google's Android developer tools.

Testing Suite

Firstly, the development of the app and its coding must be completed. After the completion of the coding, preferably even before, a rigorous testing suite will be implemented. Google provides an Android Testing support Library which include AndorudJUnitRunner for testing the compatibility of the code with android, Espresso to test the frameworks implemented, and UI Automator for testing the cross-app functionalities within the app. In addition, another tool called Monkey is provided to test possible user input into the emulator to simulate actual user interaction. Using these tools, we will ensure that the final .apk file we produce will be error free, as much as possible, and that all the functional aspects to the program will be in working order and receive and transmit the correct parameters. The usage of Monkey, running in a length of time will exhibit Murphy's Law and allow us to see the errors that might come up in scenarios we hadn't thought about.

Account Creation

Secondly, once the completion of all testing frameworks are completed, an account will need to be registered through Google's Publisher Account system. Which involves creating a developer identity accepting the Developer Distribution Agreement for the United States and other lands which we would deploy our app, and pay a registration fee through Google

payments. Next, a Google Payments Merchant account will need to be setup to allow for Google AdSense payments and in-app purchases to be implemented. The Google Developer console will be able to test whether all accounts have been properly linked before implementation.

Payment Information

After the payment and developer accounts have been created, a google analytics account will be created to facilitate information gathering information from users of the app. The information from Google Analytics will be used to analyze our consumers and understand what the specific interaction that our users use the most. With that information, we will be able to make a comprehensive solution for future updates fit the customer's wants.

Cryptography

We will create and make the initial cryptography keys for our program. The cryptography keys will be used for hashing the user logins and user specific credentials that will be stored on our databases.

Debugging

The debugging of the program will need to be tested fully with the aforementioned test suite. After the test suite verified that the functionality of every function and constructor works, the testing suite code will be removed and the debugging software will be eliminated. The manifest will for the app will then be configured for the release version, meaning that the project will be cleaned through android studio.

Final Build

A final build of the program will need to be created after wiped of unnecessary ostentatiousness with debugging and test suite code. All Log calls and android:debuggable will be removed from the manifest. Then the android:versionCode and android:versionName will need to be changed to reflect the version of app that we will be deploying and what minimum requirements we want the app to have for the play store. Then using Gradle's release functionality a build will be created that has the extra parameters. These gradle files will be compiled for the setting for the release version of the app. With Gradle you can sign the version, so that it will be accepted into Google's Play store.

Promotional Materials

We will need to establish an initial userbase for our app. This userbase will need to be gathered through smart marketing techniques. We will need to create a user guide using screenshots and videos from our program. This guide will be used as the base for the text that we will include in the section of the google marketplace that the author shows how to use the app.

Uploading App

Using Google Play's online system we will target the final build of the gradle application that we have created and use that as the application that will be uploaded for the release version. Then in the online setting we will choose the countries that we'd like to see our app and be able to download it. In the same section we will state the section of the app store which we will put our app inside, which will be utility and rated not for everyone based on user

interactions. Then we will click publish on the online Play Store website. The developer console will then upload the application and all materials to the Play Store.

Once all the proper accounts have been setup then the publication of the app to the play store can begin.

Email

Another method we will implement to get the application to the people is through email. Any developers that want an early view at a release build will subscribe to our newsletter and will et access to an apk file with the application.

Trade Shows

After the initial release of our App, we will need to further grow our user base. The way we will do this is through sharing our app with other developers in the hopes that it catches fire and exponentially grows. The trade show we will go to show our app and get users are Web And Mobile App Developers Conference. At the trade show, we will talk to as many other developers and marketing teams and see what their opinions are for progress for our app as well as which features of other apps can be used for mutualism.

Advertising

The key component to a messaging app is the ability to interact with multiple users, thus attaining users is of the utmost importance. We will facilitate user acquisition through marketing schemes. We will buy AdSense space at 1000$ and see if we have a higher click through rate than 0.5% showing that there is viability and people are viewing and clicking our

app page meaning that the matriculation is high enough that there is viability and room for escalation. Meaning that we can easily put more funding into the Adsense and Adbrite online advertising if our initial venture turns successful.

Sources:

developers.google.com/analytics/devguides/collection/android/v4/

http://developer.android.com/distribute/googleplay/start.html