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CS:360 – Mobile Architecture and Programming

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Project Three: App Launch Plan

The description I will include for the Inventory App I have created for the client will include information that will describe the app clearly and concisely. For example, I could start with a posing question asking if the user is searching for a way to better keep track of the essential items. Then, I will describe the application and the features that it possesses. These features a secure login for the app to keep unauthorized access, easy ways to add, edit, and delete the items, as well as features to allow for the notification of low inventory. The icon of the application would be one that is simple but can convey what the application handles.

With this application, I plan to target the widest range of devices that is possible. This will allow for the widest reach of potential users. So, for this application, I have selected to target Android 9 (Pie) and above. This represents 84.9% of Android devices, according to Android Studio. In the future, as newer versions of the Android operating platform are released, consideration must be made to take advantage of new features, while also looking to discontinue support on older versions.

While considering the permissions this application may need, only one came into use. This is the permission for the application to be able to send SMS notifications to the user when the inventory runs low for a particular item. So, with this being considered, as more features are added to the application, more permission may be asked for in the future to support those new features. This can include access to the camera to add pictures of the item for better descriptive capabilities.

For the time being, the plan for the application is to launch it as a free application. This will entice more people to install the application to grow the user base. This will also, hopefully, lead to feedback on how the application can be improved in future versions. In the future, both ads and a one-time payment can be added to allow the application to result in an income stream for the developer to help pay for any future developments to the application. In this scenario, the ads would be disabled after the payment of a one-time fee.