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CS-360 Mobile Architect & Programming

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**Project Three**

Upon completing the foundational work on the event tracking application, I have laid out a comprehensive plan for launching the app on the Google Play Store. This launch plan details all the necessary steps and considerations to ensure the successful deployment and user engagement of the application. The steps outlined focus on the app’s description, target Android versions, permissions, and monetization strategy.

The application will be introduced to users with a clean and concise description that highlights its core features. The description will emphasize the app’s primary functionality, which is the ability for users to create, manage, and track their personal events. Key features will include the app's ability to dynamically update events in real-time, ensure privacy and security for each user's event data, and provide an intuitive user interface that caters to individuals looking for simple event management tools. The description will also convey the app’s efficiency in tracking multiple events across dates and times, making it an essential tool for personal organization and productivity.

In terms of design, the app will be represented by an icon that encapsulates the app’s focus on event tracking. The icon will likely include a calendar with a checkmark symbol, emphasizing the app's primary use case. This icon will follow Android’s material design guidelines to maintain visual consistency with other apps and stand out in the app store's interface. The icon’s color palette will likely include soft, inviting hues to attract users looking for an easy and approachable event management solution.

The app will target Android API level 21 (Lollipop) and above to ensure compatibility with most active devices. Android Lollipop (API level 21) was chosen as the minimum version because it introduced Material Design, which the application uses for its UI components, as well as important security features that help keep users’ data safe. Additionally, it retains backward compatibility with a significant percentage of current Android users while ensuring the app operates effectively on devices that may not have the latest Android version. However, the app will also be optimized for the most current version of Android, API level 34 (Android 14), which introduces newer performance and security features. Ensuring the app supports the latest version allows the app to take advantage of new features such as enhanced security, faster performance, and better handling of background processes, ensuring a smooth and safe user experience.

The permissions required for the app will be minimal, reflecting the principle of asking only for necessary permissions to maintain user trust and transparency. The app will request permission to access the user’s SMS functionality because it sends SMS notifications for events if this feature is activated by the user. This permission is clearly listed in the app’s manifest, and users are notified upon installation and first use. No permissions beyond what is necessary for the app’s core functionality are requested. For instance, the app does not request permissions for location, camera, microphone, or phone audio recording, as these are irrelevant to the app’s features and would create unnecessary privacy concerns for users. The permissions policy will align with Google Play’s requirements to ensure that users feel comfortable installing and using the app.

Monetization for the app will follow a straightforward and user-friendly approach. Given the nature of the app as a personal event tracking tool, a one-time payment strategy will be adopted. Users will pay a small fee upfront to download and use the app, eliminating the need for recurring payments, in-app purchases, or advertisements. This approach ensures a clean, uninterrupted user experience where users can enjoy the app’s features without distractions. Furthermore, the decision not to include ads was made to maintain user satisfaction, as ads could hinder the app’s primary functionality of event tracking and disrupt the overall experience. By providing a paid app, I can ensure that users feel the app provides premium value while supporting further development and feature updates without relying on ads or microtransactions. The one-time payment model also simplifies the purchasing process, ensuring users have full access to all features after a single payment.

In conclusion, the Cody VanGosen Event Tracking App is being prepared for launch with a well-thought-out plan that focuses on delivering value, ensuring privacy, and targeting a broad range of Android users. The app’s description and design will highlight its simplicity and utility, while the permissions and monetization model will ensure user trust and satisfaction. This foundation will allow the app to stand out in the competitive event management app space, providing a smooth, efficient, and secure experience for users who want to manage their personal events effectively.