Project Three

CS-360-H7058 Mobile Architect & Programming

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I have decided to name the application *Event Reminder*, since that is its primary function. It’s simple and straight to the point, much like the app itself. I plan to market *Event Reminder* to users looking for a streamlined scheduling app focusing on its minimalism and usability. I would also market to the elderly and the tech illiterate as a productivity app that is intuitive and easy to use. I would show the screenshots of the activities in the *Event Reminder* apphighlighting these aspects. Another selling point would be that the app saves all its data locally. For those weary of cloud storage or users who would like to keep whatever privacy they can in today’s information age, *Event Reminder* keeps users’ data protected from hackers, data breaches, and server leaks. That, in combination with the use of individualized user accounts, users can rest assured knowing that their data is safeguarded and kept private.

I used a calendar icon on the login screen of the app. It was meant to be a placeholder until I find/create a better one. It gets the point across that it is a scheduling app, but I do not think it embodies the *Event Reminder* appvisually. The app more resembles a list with the functionality of a calendar, so I would like to design an icon that incorporates both.

While testing the app, I tried many different Android versions. I primarily stuck with Android 9.0 (Pie), since Android Studio suggested that it would run on approximately 86.4% of devices. This felt suitable for me. The device percentage was high enough to reach a reasonable consumer base and as I am still a novice in app development, I do not want to wade the waters of newer Android versions just yet. I tested the *Event Reminder* app on Android 14.0 (UpsideDownCake); I did not see any notable difference with the app performance, but my VM did take longer to load. I think it was due to my computer as opposed to the app.

To keep with the theme of privacy and security, I don’t believe that I would require too many permissions. Right now, the app only asks permission to send SMS reminders on the date of scheduled events. This seems sufficient to ensure that the user is alerted of upcoming events. In the future, I may want to incorporate location data when scheduling events or email access for guest invites. These functions would require permission requests, but that would need to be incorporated in future updates. That being said, I would like to have my application be transparent with the use of the user data and keep permission requests to a minimum.

Monetization is the obvious elephant in the room. I would like to create something that will generate revenue, but this is a tricky subject. Productivity apps are a dime a dozen and many of them incorporate ads that make the application usable. I would like to use ads on my app, but I would limit them and try to have them seamlessly integrated, but I know its easier said than done; maybe have an interstitial after logging in and notification ads peppered in periodically. I would also like to have a one-time payment to stop the ads. I know they can get annoying, so I feel like this will give the user and out and a sense of ownership over the app. The ideal would be to have a subscription for a premium version that offers additional functionality, but I do not think I am there just yet. I am going to start small but dream big. This will not be my last app I make.