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App Launch Plan

The application that I have developed would include a description that highlights the distinct features that separate my application from similar applications. The goal of any application is to market the application appropriately and demonstrate what sets us apart. This is crucial for ensuring the success of the app because marketing is a key factor for the success of most products. I plan to emphasize these features in the description to ensure that it is successful as well as leveraging the other new-age tools that are available for marketing. It is possible to have a great application but without the proper marketing, the applications can still fail.

It is important to plan these steps along with the development of the application if you want it to succeed. A logo was not included in my initial application development but I think it is an important part of any brand because it helps users remember your product. Since I chose an inventory application I think a visual icon such as a sorting list or box shipment would be an appropriate icon. My application should be able to run on Android Version 13 as it is the latest version available. Android Studio has also been updated to the latest version meaning that it would support newer features that have been released since September 2022. It might still run on a few older versions but would not have the same performance as new versions. Aside from mobile notifications, there are other features that my mobile application would have to ensure it is working.

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The inventory application that I have developed would only ask for user verification as it would be a paid subscription for users to manage their business inventory. Which would require digital payments that the user would pay to maintain their subscription. Another key feature would be access to the users database that contains all their inventory information unless they decide to purchase a database from my application an external database could also be linked if the user chooses. I think it would be a good addition to give users the option to choose their own database instead of migrating all their information to our databases. It can be difficult to start over, especially if we are supporting larger companies. If the client does wish to migrate their information to our database features would have to be included to make it a seamless process for the customer.

As mentioned the main source of income would be a paid subscription that would renew every year for a lower price or a monthly subscription that the user can cancel anytime for their convenience. I do not plan to include ads because the application would initially start off as a paid subscription and most users are not fond of ads. I would like to include a free week's trial so that we can show users why they should use our application for their businesses.