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7-2 Project One – App Launch Plan for Inventorio

**Introduction**

The development of Inventorio represents the culmination of several weeks of design and coding effort. While the app is currently capable of tracking manually entered inventory using on-device storage, the long-term vision is to expand Inventorio into a full-featured inventory management platform suitable for individuals, small businesses, and larger organizations. To prepare for launch, this plan outlines all necessary components, including the app’s description and icon design, Android version compatibility, permission requirements, and monetization strategy.

**App Description and Icon**

Inventorio will be described in the app store as a modern and intuitive inventory management solution designed to help users stay organized and efficient. The description will highlight its ability to track items by name, category, and quantity while offering features such as barcode scanning, search and filter tools, low-stock alerts, and optional cloud synchronization in future versions. The target audience will include small business owners, retail managers, office administrators, and individuals who want to keep track of personal collections.

The app’s icon will be simple, clean, and memorable. A suitable design would be a stylized box or crate symbol combined with a minimalist checkmark, representing both storage and accuracy. The color scheme will lean toward modern, neutral tones such as blue or teal for trustworthiness, with a touch of green to emphasize organization and efficiency. The goal is to create a recognizable and professional image that stands out in the app store while reflecting the app’s core purpose.

**Android Version Compatibility**

Inventorio will support Android 10 (API level 29) and above, including the latest stable release at the time of launch. This ensures that the app can reach a broad user base while still taking advantage of modern Android features, such as scoped storage and updated notification APIs. Supporting earlier versions of Android may allow access to additional users, but it introduces significant development and maintenance challenges. By focusing on Android 10 and later, Inventorio will balance compatibility with long-term maintainability and security.

Future updates to Inventorio will continue to adapt to the newest Android versions, ensuring compliance with evolving app store requirements and user expectations.

**Permissions**

To maintain user trust and meet best practices, Inventorio will request only essential permissions. The app will require access to the camera for barcode scanning functionality, as this is critical to speeding up inventory entry. If optional cloud synchronization is enabled in a future release, the app may also request internet access. Inventorio currently requires only access to SMS messaging functionality to send automated text alerts when low-quantities are detected; however, this will be turned into push notifications in a later release. No unnecessary or invasive permissions (such as access to microphone, contacts, or location) will be requested, ensuring that users feel confident in the app’s security and privacy posture.

**Monetization Strategy**

Inventorio will be free to download from the app store. This approach lowers the barrier to entry and helps the app build a strong user base. While the core app is free, the long-term revenue model will center on enterprise backend integration and premium features offered through a subscription model.

For example, small businesses might use Inventorio’s free features to manage local inventory, but larger organizations could subscribe to unlock advanced functionality such as multi-device synchronization, analytics dashboards, and integration with enterprise resource planning (ERP) systems. This freemium model aligns with industry standards for productivity apps, ensuring wide adoption while providing clear upgrade paths for professional users. Importantly, Inventorio will not rely on ads, as advertisements can distract from productivity and undermine trust in professional environments.

**Conclusion**

Inventorio’s launch plan emphasizes clarity, trust, and scalability. With a well-crafted app store description, a professional and recognizable icon, modern Android version support, minimal permissions, and a sustainable monetization strategy, Inventorio is positioned to stand out in the competitive inventory app market. This plan ensures not only a smooth initial launch but also provides a framework for future growth as the app evolves into a robust inventory management solution for businesses and individuals alike.