7-2 Project Three – Inventory App

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App Launch Plan

* What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?

The best icon for the app would be some boxes next to a clipboard, shelf, garage, or something that implies that the boxes are being tracked and stored in some way. The description will involve a basic description of the basic features of the app; adding inventory items with descriptions and quantities, SMS notifications for low inventory, and multiple user accounts. Description will be updated as features are added.

* Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.

The app is configured to run on Android 9 (Pie) and later, which covers about 86% of all android devices on the market. This should include the most recent version, but as versions are released updates can be made available.

* What permissions will your app ask for? Be sure these are only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?

The app asks for SMS permissions for certain features like low inventory alerts, however this feature is not required to use the app. Also, in order to maximize some of the monetization methods mentioned below, location services might be requested.

* What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.

Generally speaking, I think non-invasive data collection would be the best way to monetize the app. The limited features at launch don’t really justify a one-time fee, and while banner ads might work without impeding the functionality too much, the lower user base from an ad-supported app would be detrimental to the long term possibilities. Data collection related to types of goods and services, locations where this inventory is high and low, times of the week, year, or month this inventory is popular, and other sorts of consumer data could be quite valuable to various commercial research interests. Furthermore, once some of the cross-platform features previously mentioned can be implemented that allow the user to update on my app and pass those updates to seller websites such as eBay, Amazon, and Etsy, data can then be sold to those respective platforms too, either for their own market research or for targeted advertisement on those sites.