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CS 360 Project 3

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My app’s description on the app market will mention its purpose, its intuitive design, its functional advantages, and relative security. “This event tracker helps you organize your busy schedule through a clean and intuitive user interface. A scrollable list of upcoming events allows for easy editing, creation and deletion. The login feature provides added security, and reminder notifications make sure you never forget an important engagement. All events are stored in memory and do not require an internet connection.”

The icon to represent this app would best resemble either a checklist or a calendar day. The checklist would show three lines on a white square, with bulletpoints to the left of each one. The calendar day would show a tear-off paper calendar which shows one day, with the binder rings on the top, and the word, “Today” in bold print. A torn edge of paper from the previous day would be visible at the top of the calendar to provide another obvious hint at what the icon is representing.

This app was created to run on devices up to API 29, but may run differently on older releases. It was developed using the Google Nexus 5X running Android Q, which has a large screen and newer processors. The card recycler view of the app is the most graphically-intensive part of the app, and is a newer feature supported by Android (Android, 2021). This was chosen to make a clean user interface and allow scrolling through an infinite list of events. Scrolling is an ubiquitous activity which users will likely appreciate.

This app asks for permission to send SMS messages for event reminders. If this permission has not been granted previously, a notification pops up when the user starts the app for the first time. The app continues to function whether permission is granted or not. Also, a column within the user database table tracks the user’s choice when they expand the toolbar menu to set SMS permissions. The app will not send messages unless both settings are “yes”. The only other permission which may be required, but is not included in this app, is location information in order to determine the user’s timezone. Timezone adjustments would be handy in order to display the correct event time relative to the user’s location, in case events were created while in a different time zone. Missing a meeting by an hour or more could be the consequence of not accounting for time differences in a busy executive who flies between two cities, for example.

If I decided to monetize this app, setting a purchase price would not be a good way to do it. I don’t believe users would choose to buy such a simple app, since so many others like it already exist and are free (Google, n.d.). I think the current use of Android toast messages “train” the user to pay attention to messages that appear at the bottom of their screen, and so this may be a good reason to include banner ad marketing at the bottom of the screen. A single advertisement which appears for about thirty seconds and switches to another one may be attention-getting enough to generate revenue for the marketing company and pay me for the platform which hosted the ads. A second possible way to generate revenue could be to partner with a non-free desktop computer event tracker application which doesn’t already have a mobile version, and allow interfacing between it and my app. This provides the other company the benefit of extending their service to the mobile platform without having to develop it themselves, and without having to buy the intellectual property of my app. The third possible monetization strategy could be to take advantage of the user’s permission to receive SMS messages to create event tracking-related contests to increase the use of the app, which may improve the visibility of banner advertisements and thus the likelihood of ads being successful in garnering interest.

References:

Android Developers. (2021, June 22). *Create a Card-Based Layout.* Android Documentation. Retrieved 25 June, 2021 from <https://developer.android.com/guide/topics/ui/layout/cardview>

Google. (n.d.). *Events Tracker Search Results.* Google Play Store. Retrieved 25 June, 2021 from <https://play.google.com/store/search?q=event+tracker&c=apps&price=2>