**App Launch Plan**

This is the “InventoryApp” project, an app design to help with inventory management. The app is capable to store data, update it, delete it, and display it. The intuitive UI helps the user quickly find the buttons needed to perform basic inventory management operations, and provided that it has been allowed by the user, notifications will be displayed whenever an item has reached a zero quantity. Furthermore, this app can be used as a private or public user. A public user would not need to register or enter any type of credentials, but the inventory data will be accessible to anyone to visualize and perform any kind of modifications. On the other hand, a private user would create an account that can then be used to verify their credentials to access an inventory table that only they can see and modify; whenever the user logs out, the data will no longer be available, so any user with no account or a different one will not have access rights to that specific table.

For this application, the best icon to represent it would be a relatable logo that emphasizes the purpose of the app. Because inventory management is mainly focused on the flux of merchandise, a minimalistic image of an open box with the name of the app written on the front would be ideal. The importance of this icon is that it can be easily spotted among other applications a user may have on their mobile device.

This app was built considering the Android 9.0 Pie (API 28) version and above to run successfully. This android version is not one of the latest to ensure that devices that are not as modern as the ones currently on the market are able to run the application. With this minimum version, around 77% of total Android users will be able to download it, and with time, users with mobile devices on older versions would have migrated to newer devices which would make it possible to reach more possible users.

The free version of the app will request permission to Receive SMS messages in case the user decides to add the feature of personalized updates whenever an item in the inventory reaches a zero in stock. However, this functionality is optional, so all other functionalities of the application will work without any problems. The permission is requested under the settings option from the main menu using a switch button; the first time the user turns the switch on, the application will request permission to continue with the notification service, if no permission is granted, the switch will remain off and no notification will be displayed, if the permission is granted, the switch will be turned on and notifications will be enabled; from that point, the user will be able to turn on and off notifications as desired.

To monetize this app, I would first offer a free version of the app with simple features that fulfill basic objectives of any user with minimal requirements, such as maintaining an organized list of items in a database (specifically the version provided on this deliverable). At this level, I would set certain ads within the app (without them being too intrusive) to either advertise certain products or to promote the two paid subscriptions that could be acquired to increase the app’s features and capabilities. The first paid subscription would allow the user to create multiple inventory tables to organize different inventory sets (i.e., a different table per business located in different areas); it will also improve the way items can be added or searched from the database, such as including images for easier identification, and a bar code reader to quickly identify items by using the device’s camera (which will require a Camera permission), as well as suppressing any advertisement seen in the free version. The second paid subscription would offer the same features from the previous subscription, but additionally it would have more advanced capabilities oriented for business development, such us producing reports, inclusion of costs and sales, and even allowing the user to connect with vendors to make orders. Furthermore, the inventory tables could be shared among trusted associates, so inventory levels could be updated in real time according to the flux of merchandise.