CS 360

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**App Launch Plan**

Now that the Inventory Manager application code is complete, the next step is to plan for the launch of the app on the marketplace. The application’s design features a streamlined process for managing inventory for small businesses and individuals. As such, the app’s description on the marketplace will highlight its key features, such as the ability to add, edit, and update inventory items, as well as the functionality to receive SMS notifications when stock levels reach zero. This ensures that users never run out of essential items. The icon design for the application is already complete and is already part of the current app build. The icon consists of several boxes stacked together with an open box on top. The open box on top has the name of the app written across the flaps. The boxes are set on a green background that matches the green used in the rest of the application.

Initially, the development of this application targeted devices using the most recent SDK version with a min SDK version of 33. However, after some consideration, the min SDK version is now SDK 23, which will significantly expand the potential user base. This will allow the app to be compatible with Android versions from Android 6.0 (Marshmallow) and above, ensuring a broad pool of potential users while also taking advantage of modern features and security enhancements in recent Android versions. There is no real benefit to limiting the min SDK to such a high version, and the tradeoff of allowing so many more users access to the application is much more beneficial, prompting this decision. Inventory Manager will only require permissions that are essential for its functionality, specifically the ability to send SMS messages to notify users about low stock levels. The application only requires this permission for the notification feature and the app is able to operate otherwise if the user chooses not to approve this permission. It is important to request only necessary permissions to maintain user trust and also to comply with best practices in app development.

Regarding monetization of this application, the plan is to offer a free version with ads and a premium, ad-free version available through a one-time purchase. The price for the ad-free version will be nominal at 99 cents to entice the largest amount of users. This approach allows users to choose between a free experience supported by advertisements or an enhanced experience without ads for an extremely low cost. Additionally, the app may offer in-app purchases for advanced features as we develop them, thus providing another revenue stream while enhancing the app's value to users.

To summarize, the launch plan for Inventory Manager involves creating a compelling app description, ensuring compatibility with a wide range of Android versions, requesting only necessary permissions, and implementing a monetization strategy that includes both ad-supported and premium versions. These steps will prepare the app for a successful launch and sustained user engagement.