**App Launch Plan**

Jordan R. Davis

SNHU

CS-360-H7227 Mobile Architect & Programming

Dr. Sherri Maciosek

August 21, 2022

**App Launch Plan**

The application will be named “My Inventory Management”, simple but informative to a user viewing a list of apps. Here is its description as it would be in the Play Store: “My Inventory Tracker is a tool to help you keep track of your items. You can keep track of store or warehouse inventory, create a shopping list, keep track of your collection, and more! You can customize your inventory list by adding, editing, and deleting items within it. Never run out of your items by receiving a notification when you are running low. With a simple, intuitive layout, the app is easy to use within minutes, just sign up and get started!”

App Icon Idea:

A picture containing light, night, dark

Description automatically generated

The app icon would be similar to the picture/icon above, but the background wouldn’t be black, it would be a really pale grey, almost white. This would highlight the box that is the focal point more. It is showing the cardboard box to show what the app accomplished without being complicated.

The minimum API that the application can run on is 28, which is codenamed Pie. This coincides with the Android version 9. The target API for the application is 32, codenamed Snow Cone. This API of 32 is for Android 12. This is not the most recent version but the one right before it. The application should be able to run on about 77% of Android devices.

The only permission that the application asks of the user is the SEND\_SMS permission in the Android Manifest. This permission is so that the application itself can send SMS messages to a phone number that the user puts in. This allows the SMS notifications for low inventory to work correctly. No other permissions are needed and thus not added to the Android Manifest.

The app itself will be made free in the Play Store so no revenue is generated there. I want users to feel like they can try out the app before committing any money to it. The app can run a banner at the bottom to passively run ads for the user to view and interact with. The user, if they do not want the ad to interfere with their experience using the app can pay a one-time fee to have the banner disappear. This generates revenue by both the passive income of the ads running and the revenue generated by the user paying the fee. The revenue may not be large, but it can grow in the future by more use of ads and maybe a subscription form of the app when it is expanded with more features.