Project 3

Jarrod Thomisee

Jarrod.thomisee@snhu.edu

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**Event Tracker App Launch Plan**

**Overview:**

The launch of our event tracking and management app is a critical milestone in our journey to provide users with a powerful tool for organizing their schedules and maximizing productivity. This comprehensive plan outlines the necessary components to support the successful launch of the app.

**App Description and Icon:**

Our app is designed to streamline event tracking and management, allowing users to effortlessly create, organize, and track their events. With intuitive features and a user-friendly interface, the app simplifies the process of managing events and ensures users stay organized and on top of their schedules.

**Description:**

The app description will highlight key features such as:

* Intuitive event creation and management
* Customizable event categories and tags
* Reminder notifications for upcoming events
* Integration with calendar apps for seamless scheduling
* User-friendly interface for effortless navigation

**Icon:**

Our app's icon is a calendar with a checkmark overlay, symbolizing efficiency and completion. The icon's design reflects the app's core functionality of helping users track and manage their events effectively.

**Android Compatibility:**

The app is optimized to run on Android 9 (Pie) and above, ensuring compatibility with the latest features and optimizations introduced by Google. By targeting Android 9 and newer versions, we can leverage the latest APIs and enhancements to provide users with the best possible experience.

**Permissions:**

The app requests only the SEND\_SMS permission, which is essential for sending SMS reminders to users for upcoming events. This permission is not required for the app's core functionality. If a user denies this permission all features other than SMS notifications will continue to work.

**Monetization Plan:**

Our monetization strategy follows a freemium model, offering basic functionality for free with optional premium features available through in-app purchases or subscriptions.

**Free Version**: The free version of the app includes essential features such as event creation, organization, and basic reminder notifications. It will be supported by occasional ads displayed within the app.

**Premium Version**: Users can upgrade to the premium version to unlock additional features, including ad-free experience, customizable event categories, and cloud backup. Premium features will be available through a one-time in-app purchase or a subscription model for ongoing benefits.

**Marketing and Promotion**:

To generate awareness and attract users to our app, we will implement a comprehensive marketing and promotion strategy, including:

**App Store Optimization (ASO):** Optimizing app store listings with relevant keywords and compelling descriptions to improve visibility and rankings.

**Social Media Marketing**: Leveraging social media platforms to engage with potential users, share app updates, and run targeted advertising campaigns.

**Influencer Collaborations:** Partnering with influencers in the productivity and organization niche to showcase the app's features and benefits to their audience.

**Email Marketing:** Building an email list and sending targeted campaigns to subscribers to promote the app and encourage downloads.

**Press Releases and Media Outreach:** Distributing press releases and reaching out to relevant media outlets for coverage and reviews of the app.

**Launch Timeline:**

**Pre-launch**: Conduct beta testing to gather feedback, fine-tune features, and address any bugs or issues. Finalize app store listings, marketing materials, and promotional assets.

**Launch Day:** Publish the app on the Google Play Store, ensuring all listing details, screenshots, and descriptions are accurate and compelling. Begin marketing and promotion efforts to drive initial downloads and user engagement.

**Post-launch**: Monitor app performance, user feedback, and reviews. Continuously update and improve the app based on user insights and market trends. Implement ongoing marketing initiatives to sustain app growth and attract new users.

**Conclusion:**

The launch of our event tracking and management app represents a significant milestone in our mission to empower users with a powerful tool for organizing their schedules and maximizing productivity. By following this comprehensive launch plan, we aim to achieve widespread adoption, positive user feedback, and long-term success in the competitive app market.