App Launch Plan for Event Tracker App by Tim Gallus.

The general event tracking app requires user login to secure the information the user has entered, allowing users to create new user accounts with different usernames and passwords. After login it displays all events associated with that user in a grid view and allows users to create new events in a pop-up window that are then stored in the database and displayed in the grid view. Events entered will be able to be updated or deleted as well in a similar but specialized pop up window that will be further developed to allow users to read details about specific individual events in a larger font. User account login information as well as any events the user has entered are stored in local database, allowing the app to be utilized while offline, a potentially handy fact when outside of Wi-Fi. While this is a simple app, marketing for it should concentrate on hikers and others who are likely to find themselves in areas without Wi-Fi and may be looking for a dedicated event tracking app, that is generalized for all events and can be used while offline.

This is a general event tracker that can be used to track event upcoming events locally on a mobile device where they can still be accessed when Wi-Fi is unavailable. A simple icon that depicts multiple activities best suits this app as it can be of use to track anything from daily exercise routines to an upcoming night out at dance club. The icon should be bright without being garish and feature perhaps 3 simple but diverse activity forms to avoid becoming crowded.

Current development and testing have been done against API 28 (Android 9) and primarily on a Pixel XL. Additional testing needs to be done prior to launch to ensure functionality on both newer and older versions of android as well as testing on other devices.

The app will ask for permissions necessary to message the user when the date arrives for an event the user is tracking in the app. No additional permissions are necessary.

Research needs to be done on similar apps of the same complexity, but the app is well suited to add an advertising banner for purposes of monetization. I am also considering a one-time payment instead of advertisement, or a one-time payment to turn off advertising. More research is needed to determine the correct pricing for either of those options, however.