Kevin Alexander

SNHU

7-2 Submit Project Three

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Mobile Architect & Programming

Jerome DiMarzio

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Launch Plan for InventoryApp

App Description and Icon Design:

InventoryApp is an efficient and user-friendly tool for managing inventory across various needs, whether for personal, business, or event-related purposes. Users can seamlessly create, read, update, and delete inventory items, view data in an intuitive grid, and even receive low-inventory SMS notifications. This makes it ideal for small business owners, event organizers, or anyone managing stock. The app is built with a focus on usability, offering a polished and accessible design.

The app's description will highlight its key features, such as persistent data storage, easy item tracking, low-inventory alerts, and secure login for user accounts. Keywords like "inventory management," "organization," "alerts," and "productivity" will be included to ensure searchability in app stores.

For the app icon, a creative yet straightforward design will be most effective. A suggestion would be a minimalistic box icon with items inside, symbolizing inventory. The colors can use a combination of blue (for trust and reliability) and white or green (for efficiency and productivity). The icon should follow Android design guidelines to ensure it scales across devices seamlessly.

Supported Android Versions:

To maximize accessibility while incorporating modern features, InventoryApp will support devices running Android 8.0 (Oreo) and above. This ensures compatibility with over 90% of

current Android devices while taking advantage of modern API levels. Android 8.0 introduces key improvements such as adaptive icons, runtime permissions, and enhanced performance, which align with the app's functionality.

Additionally, the app will include support for the latest Android version at the time of launch to ensure long-term relevance. Regular updates will address any issues with new Android releases while maintaining backward compatibility.

App Permissions:

The app will prioritize user privacy by requesting only the permissions strictly necessary for its core functionality. These permissions include:

- **SEND_SMS**: To send low-inventory alerts via SMS notifications.
- **INTERNET (optional)**: If cloud backup or other online features are added in the future.
- **WRITE_EXTERNAL_STORAGE/READ_EXTERNAL_STORAGE (optional)**: For exporting or importing inventory data, if such a feature is added.

The app will not request unnecessary permissions, such as recording audio or accessing user locations, ensuring user trust and compliance with best practices.

The manifest file will clearly outline these permissions:

```xml
<uses-permission android:name="android.permission.SEND_SMS" />
<uses-feature android:name="android.hardware.telephony"
              android:required="false" />
```

Additionally, runtime permission handling will ensure that users are prompted only when the relevant feature is accessed. If permissions are denied, the app will continue to function without SMS notifications, preserving the core inventory management functionality.

Monetization Plan:

For monetization, InventoryApp can adopt a freemium model. The base version of the app, including inventory management and SMS alerts, will be available for free to attract a broad user base. Advanced features, such as exporting inventory data to a spreadsheet or

integrating with third-party apps, can be included in a premium version accessible via a one-time in-app purchase.

Alternatively, in-app advertisements can be introduced to the free version. Ads will be placed unobtrusively to avoid interfering with the user experience. For example, banner ads can be displayed at the bottom of the grid screen. Users can opt for the premium version to remove ads altogether.

The monetization strategy chosen will depend on the target audience:

- Small business users may prefer a one-time payment for premium features.
- Casual users may tolerate ads in exchange for free functionality.

Testing and Launch Strategy:

Prior to launch, the app will undergo rigorous testing on the Android Emulator and multiple physical devices to ensure compatibility, stability, and a bug-free experience. Key testing areas include:

- **Functional Testing**: Validating CRUD operations, login functionality, and SMS notifications.
- **Compatibility Testing**: Ensuring smooth operation across a variety of Android versions and devices.
- **Usability Testing**: Confirming the app's user flow matches expected behaviors and is easy to navigate.

The app will also be beta-tested by a group of users, such as small business owners or event organizers, to gather feedback for further refinement.

Upon launching in the Google Play Store, a marketing campaign will be deployed using social media platforms like Instagram and LinkedIn to promote the app. A landing page will also be created, showcasing the app's features and benefits, directing potential users to the Play Store.