Mark Meyer

Prof. Jerome DiMarzio

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**7-2 PROJECT THREE SUBMISSION**

Launch preparation for the deployment of a mobile application can be a critical process for determining the success of all your time, design, and engineering effort. Additionally, the more generic your app is, the more likely that a plethora of similar apps exist on multiple platforms designed and implemented in every way, shape, or form imaginable. What will make the difference between yours and a hundred or a thousand others like it: the build-up, the media, the repertoire, and the anticipation you create in the launch process. There are several aspects to consider in the launch process: the app’s description, the platforms to deploy on, the target audience and what types of devices that audience is using, the icon that draws attention in the app store, the permissions to require of a user, and the plan for monetization.

For this Event Tracker app, the description would look something like this:

“*Event Tracker here: Looking for a companion who knows what they want and when. Serious inquiries only. I run a tight schedule like......to the minute. Take me with you, we’ll call it a date. Bring a friend. It’ll be great!*”

The strategy here is that since the application is an Event Tracker, it is a very common type of application, so I want to catch a customer perusing by making them smile, laugh, or tug on their emotions a little to entice them. At the same time, I want to keep it short and sweet as not to ramble so they can get right to downloading the app while I have their attention. The platforms this app will be ideal to run on is a target Android SDK API of 31 with a minimum SDK API of 28. The application was thoroughly tested on a Nexus 5X API 28 smart phone which means the app will run on mostly newer Android devices. The target audience is an array of different types of users from the busy bee to the lone wolf who has trouble remembering birthdays and anniversaries.

The Event Tracker app does not ask for much in the way of permissions, merely requiring the user to grant permission to send SMS text messages regarding newly added events. What I had in mind for an icon was to utilize the two primary colors from the app—a turquoise and maroon theme. The picture would be something simple like:



I could imagine an icon like this being on my phone’s home screen. It would catch my eye, the colors are different than the usual and the square gives a hint of a calendar and something happening within that square, like an event! Notice the line is continuous all the way around to give the subconscious subtlety that the event occurring in the middle of the square was ‘tracked’. The break in the corner of the icon conveys the reality that you can start tracking an event at any time or place. The white dot in the center shows what is most important and what stands out—the event!

Personally, for this application, I would want to launch it as a free app as a strategic investment to gain an audience for those who like my style, get a feel for those people and devices they use, start corresponding on social media outlets (Facebook, Twitter, Instagram, YouTube), and use some word of mouth with peers and co-workers to get a feel for real-world feedback. I will then take all this feedback and perhaps some analytics from the social media outlets and adjust and add or remove features to the app as I see fit. The important part will be to be responsive to my audience, listen to their wants and needs, politely take any constructive criticism, and respond programmatically in a timely fashion. I do not feel like ads would be the way to go for this app because I know it is my first app and I would not expect anyone to pay or deal with annoying ads while I am trying to win over their future interest. Perhaps I could monetize a future feature once my audience has had time to enjoy the app. That way they will be more likely to support my monetization with confidence knowing what sort of product they’re getting.