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**Project 3**

**September 30, 2024**

# Comprehensive Launch Plan for EventTrackingApplication

### 1. App Description and Icon Design

* **App Name**: EventTrackingApplication
* **Description**:  
  "EventTrackingApplication is a powerful and easy-to-use tool for managing and organizing events. Whether you're planning a small gathering or a large-scale event, this app allows you to create, edit, and track events seamlessly. With user-friendly interfaces, event notifications, and detailed event overviews, you'll never miss an important date again. Stay organized and on time with EventTrackingApplication!"
* **Icon Design**:  
  The icon will feature a minimalist design that represents event management. A clean calendar icon or a combination of a clock and a calendar will best represent the app. The colors will likely be shades of blue or green, which often symbolize trust, organization, and clarity.

### 2. Target Android Versions

* **Supported Android Versions**:  
  The app will support Android versions from **Android 7.0 (Nougat)** onwards. Supporting older versions like Nougat ensures that the app reaches a broader audience, while still including features from newer Android versions.
  + **Android 7.0 (Nougat)** introduces key components such as multi-window support and enhanced notifications.
  + **Android 13 (Tiramisu)**, the latest version, brings advanced privacy features and updated APIs that ensure the app stays current with modern devices.
* **Backward Compatibility**:  
  Features that may not be supported on older versions of Android will either gracefully degrade or use alternative methods to maintain compatibility.

#### 3. **Permissions**

* **Required Permissions**:  
  EventTrackingApplication will only request two necessary permissions:
  1. **Send SMS** (SEND\_SMS): This permission is required to allow the app to send event reminder notifications to users via SMS.
  2. **Read Phone State** (READ\_PHONE\_STATE): This permission allows the app to access the state of the phone, ensuring that SMS sending and receiving functions work as intended.
* **No Excess Permissions**:  
  The app will not request unnecessary permissions such as access to location, microphone, or contacts, maintaining a minimal footprint to ensure user privacy and security.

### 4. Monetization Strategy

* **Free with In-App Ads**: EventTrackingApplication will be free to download and use, with non-intrusive banner ads to generate revenue. This ensures accessibility while providing a steady stream of income.
* **Ad-Free Version**:  
  Users will have the option to purchase a **one-time payment** upgrade that removes all ads from the app.
* **Additional In-App Purchases**:  
  Consider adding optional in-app purchases, such as premium themes, advanced customization options for events, or additional cloud storage space for event data, to offer users added value while providing additional revenue.

### 5. Post-Launch Support

* **Bug Fixes and Updates**:  
  Frequent updates will be released to fix bugs, improve performance, and introduce new features based on user feedback.
* **Feature Expansion**:  
  After the initial launch, new features such as reminders, push notifications, or cloud synchronization may be introduced to enhance the app’s value.