**Project Three**

Michael Kinful

Southern New Hampshire University

CS-360-14560-M01

David Buksbaum

October 19, 2024

**Project Three**

The app description will focus on its core functionality and target audience. A sample description could be: The app is designed to make every user interaction as smooth as possible. This includes seamless login and registration, as well as real-time SMS notifications for all the important actions. Whether users maintain an inventory, manage events, or track daily weight, the app has smart notifications and is very intuitive.

An effort will be made to underline some main features, like login and registration, and also the SMS notifications, but show that this application is easy to use and intuitively designed. An icon will represent our application visually, whereby it will be used in explaining or stating the purpose of our app.

The goal is to design a clean, modern icon that stands out in the app store and captures attention.  
Because of that, we want to support as many versions of Android as possible so that this application can be used by the largest number of users. This facilitates setting the minimum API level to 21 so that most of the Android users will be able to use it. Additionally, the newest and most stable version of Android will be targeted to ensure a stable version of Android to make our app supportive of newly launched devices and allow full utilization of recently released features.

When it comes to permissions, only requests that are essential for our app’s functionality will be requested. Specifically, we will ask for SEND\_SMS permission, as it is required to send SMS notifications to users. If future versions of the app include the ability to receive SMS messages, we will also request RECEIVE\_SMS permission. Only those permissions which are reasonably required for ensuring smooth working of the application and which might be expected by the users from such an application.   
Moving on to monetization, the choices are manifold. First off is making the application free but putting ads in it. That would let users download the app for free, while we monetize their engagement through advertising. Alternatively, we could be on a freemium model wherein the user gets to have basic features for free but must pay for some of the premium features, such as advanced tracking, customization options, or an ad-free experience.

When ready for release, the app will go onto the Google Play Store. Moreover, we will make sure to publish our apps on alternative Android app stores, such as the Amazon Appstore. As far as the promotional campaign goes, we will use social networks and share the app with our friends, families, and colleagues. We also plan to give our contributions by joining the beta testing program provided by Google Play: this way, early feedback and possible issues will be outlined well in advance of the release date.  
Once the application launches, updates and debugging will continue to improve the application, adding more features based on the feedback provided by the users. As we learn from the users, we will look for further opportunities to extend the functionality of the app by including other notification options and customization settings or even data tracking. Our goal is to have the app get better with time, meeting our users' ever-evolving needs.