Mobile2A (M2A) Planner: Launch Plan

**App Store Description:** With a focus on simplicity, M2A Planner’s description in the app store will be: “M2A Planner is an app that allows you to store individualized event lists for all of your everyday casual or professional needs! Maintain multiple lists for yourself or family members using separate local user accounts, and receive text message alerts each time a new event is scheduled.”

**App Store Icon**: The icon, which will eventually be a uniquely made asset designed specifically for M2A Planner, will either be a calendar or a notepad with the green brand name “M2A” as a logo. These are some examples of simple designs that exist as freely downloadable icons, which could be used as a reference point for anyone designing the new asset:



**Additional App Store Information:** Aside from the description, a regularly updated change log will also be publicly shown on the app store page to let users know of any bugfixes or major functionality changes that happen over time. This can also be helpful to maintain or add support for older/newer Android versions, mentioned in more detail on the next page of this plan. The app page will also show which permissions the app uses (also updated regularly) and what – if any – in-app purchases might be included; this information will also be talked about more thoroughly in later sections.

**Android API Compatibility:** M2A Planner was developed using API level 24/Android Version 7 (‘Nougat”) since it allows it to be run on ~97% of Android devices while still having the features needed for the app’s main functionality, like sending SMS messages. Looking at the new version 13 and 14 features, there are definitely features that could be used to enhance the app in the future – version 13 adds support for tablets/larger screens, while 14 allows the use of Ultra HDR for images which would improve the overall look of the login screen’s logo.

An additional consideration might be the bugfixes/stability that comes with primarily running on newer Android versions. I ran into an issue during development with buttons while trying to use a custom resource (gradient) as their background, which supposedly isn’t an issue with newer APIs. I ended up having to convert some of the buttons to “Compat” buttons as a workaround which fixed the issue, but I’m not sure how this would affect app use by the end user (if at all).

**Required App Permissions:** Currently, the only permission requested by the app is the sending of SMS messages, which is meant to send only to the phone number the app is installed on. Since it’s a simple event planning app, I don’t see this being expanded on in the future except to possibly add more in-depth system notifications. In terms of hardware, the app also only requests the use of telephony.

For testing purposes (since I only had access to the emulator and not an actual device) the app sends a text message to the number “5073” which is the port that my emulator connected to by default. One thing that will need to be changed before the app is released is to have a text box somewhere where the user can enter their phone number manually, and a settings icon somewhere to allow them to change this if needed.

**Monetization Considerations:** The current intention is for M2A Planner to be completely free. There are many other alternatives on the market, and I think that in-app ads or purchase/subscriptions will only discourage users from choosing this app over others. In theory, subscriptions could work well considering the way event databases are unique to a user and could have restricted access that requires monthly payments to access an account from a remote database, but for a simple and bug-free release I think that I would be happy to release the app as-is. If this route is considered, I think that a one-time payment to make an account would make the most sense.

The user interface is designed in a way that wouldn’t allow for much room for embedded ads without making it look too cluttered. For this reason I think this option will never happen – however, if they were to be incorporated, one possibility could be having either an ad display on app launch or after log in. This is just an idea of how they *could* work, but for the same reasons mentioned at the beginning of this section they will likely be avoided.

**Conclusions:** Overall, the intention is for M2A Planner to be a lightweight but easy to use app that’s also efficient when it comes to minimizing user input. The light green theme also gives an interesting aesthetic that’s still unique, and every element on-screen is interactable including the event list itself. Being able to select and remove multiple events at once - or store multiple event lists through separate user accounts - are two features that I think would make the app stand out from competitors!