Project Two Launch Plan

CS 360-J7475

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**What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?**

The icon I would like to use to represent my app is the same one I found to use on the login screen of my app:

A clipboard with boxes and checklist

Description automatically generated

As an inventory app, the graphic of three stacked boxes in front of a clipboard with checkmarks is a classic callback to the idea many people have about tracking inventory. It is colorful and attractive while being clean and straightforward.

As for a description of the app: An intuitive, easy way to track your business’ inventory. Add, edit, and delete items quickly to manage your ever-growing business. Get alerts when inventory is out so you can be proactive to meet your customers’ needs. The app to power the growth of your business!

**Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.**

I decided to run the app on API 28 since it is supported by 84% of current devices. I considered this to be a strong approach since many users will likely be small business owners who are established. As such, they likely will not want to upgrade to a new phone to use my inventory app, thus improving the likelihood of app adoption. I did run a build that operates on API 33 so I can practice updating and improving my current work so that I can continue offering support long term for my customers.

**What permissions will your app ask for? Be sure these are only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?**

This app will ask for two permissions. First, the app will alert the user about enabling SMS notifications when inventory stock reaches zero. The user will have the opportunity to decline these at any time by re-clicking the speech bubble icon on the item grid page. The second permission will be to request the users’ phone number and/or email address when they request their password to reset.

**What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.** I would not include ads for an inventory app. As a business app, ads would distract the user from the main purpose of the app: to manage the inventory of their business. I would consider implementing a Premium/Freemium model to monetize the app. The free version would have access to all the basic features to run the business. A Premium version would add additional features and quality of life improvements like SMS alerts for low in-stock. The biggest opportunity to monetize comes with SMS marketing and data analytics. Using data collected to improve, update, and enhance the overall experience and provide opportunities to add Premium features. We can solicit feedback directly or through surveys. We can partner with complimentary companies using SMS marketing to provide special offers or incentives for users of our app to try a partners’ app.