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CS360 / 7-3 Project 3 / App Launch Plan

Now that the app is complete and working, I would like a quick and straightforward plan for what a launch might look like if I were to publish this in a real-world setting. This is to help me think about the steps that would be needed to bring the app to users.

In the app store description, I would include a summary of what the app does and why someone might want it. Something like: A lightweight inventory tracker app that helps you keep track of your items and their quantities. Add, remove, and adjust item counts, and get notified by text when items are out of stock. The description should mention that it’s a good fit for small businesses or individuals who just want an easy-to-use inventory system that doesn’t require any time to learn and get familiar with. For the icon, I’d want something simple that matches the color scheme (probably orange, black, and white). It could be a box or shelf icon that visually tells the user its inventory, or maybe later develop a logo that can be associated with the app and can be trademarked and used as the app’s icon.

This app is set up to run on Android 14 (API 34) and above, with the target being API 35. I chose this setup to make sure the app is built on the most recent Android features and standards, while still being stable and reliable on any newer devices.

I tested everything on API 34 and 35, and everything works fine, no crashes, no deprecated features, and nothing that breaks. I didn’t use anything that's tied to a specific version either, so the app should keep working as Android evolves.

I don’t plan on charging for this app or putting ads in it right now. It’s meant to be a clean experience for the user, and I want to focus on function over monetization. If I ever do want to monetize it, I’d consider one of these: A Pro version with cloud backup or syncing that can be used for teams and on multiple devices at the same time, or A small one-time fee for extra features that is to be developed later down the road.

But right now, the app should stay free, simple, and useful to build a user/customer base in the beginning, and make it easy to get users on competitive apps to switch to using this app. That also makes it more appealing to first-time users who just want something simple and effective. That’s my current launch plan. All the necessary functions work, the UI is simple, and the features are complete. If I decide to publish this publicly, I already have a set plan to do that.

The app only asks for one permission, and it only does that if the user wants to use the SMS feature. If the user says no to the permission, the rest of the app works fine. They just won’t get SMS alerts. I made sure this case doesn’t crash the app or block anything else. There are no unnecessary permissions like mic, location, or camera since the app doesn’t need those.

I’m satisfied with how the app turned out, but I see areas I could improve and expand later. like syncing across devices, adding a few more smart features, or tightening up the UI a bit more. But for now, everything works, it’s clean and simple, and if I ever decide to publish it I would be happy with the being the first iteration of it.