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Project Two Launch Plan

My application allows a user to submit an event using three variables: name, date, and time. Firstly, the name represents the name of the event; this could be someone’s birthday, a holiday, or some other miscellaneous event, the date, of course, represents what date the event will take place, and the time represents what time on the given date the event will occur. It should notify the user of the event ahead of time to give them a reminder that it’s coming up, as well as when it actually starts. There are many details required to actually upload the application to the App Store. For starters, the title of my application will be, “”, and the description will read something like, “Have you ever forgotten to attend a birthday, or made plans even when you had a prior engagement? These things happen; asking others to remember for you can be unreliable, and a calendar can’t send you notifications. This app will put all of these worries to rest. With the \_\_\_\_ app, you can set dates and times for events and get a text or email notification when the event is coming up. No longer will you be absent from the family get together, or tardy to the friend hang-out-sesh.” On Android Studio, there was a free-to-use icon of a man standing in front of a calendar; this icon really went well with the apps overall design and I think it would work very well as the logo for the application upon being uploaded.

As far as development goes, the application should run on the most current version of Android. It should also work with all available screen sizes, so it’s compatible with small phones, large phones, and even tablets. The application will ask for a few permissions; first, it needs permission to send SMS messages or emails to the user’s account. It also needs permission to access the devices internal clock so that the application will still work even without internet. This application will be monetized with advertisements; ads will be displayed at the bottom of the screen in the actual event tracker UI, as well as along the sides during the sign-up and log-in screens. This type of application would not work as a pay-to-use app, since it has such a simple idea. Ad monetization will do much more in terms of making money for the app than paying to download the app.