Nick Schiffman

App launch Plan

10/19/20

**This app can be used to keep track of inventory in both you business and everyday life from keeping stock up to date to making sure your house is fully stocked with all the necessities. With our inventory app we want to bring convinces and ease to everyday tasks while maintaining visibility of your inventory.**

In the app description we will want to include important information that summarizes the intended use of the app with information to help the user find and understand if they need to app.

Icon

Description automatically generated

When representing our app in the Google Play store we want to create a well inviting icon that is simple but also shows the main purpose of our app. We should use a limited amount of color and preferable colors that match the user interface within the app. We should avoid text within the icon and keep to simple shapes or company logo. The icon should work well with both square and circle app icons.

**Android SDK Version: 23**

This app will work in Android versions 23 and up, with some of the required functions and services within the app no lower version will work with this app. This is cover 80% of active android users.

**App Permissions: SMS Notifications**

This app will only ask for permissions for the SMS Notification features. This is not required but the app will ask for permission to use this feature, if the user denies the request the app will function normally but will not send SMS Notifications. This is also listed in the android manifest file.

**APP Price: Free and Paid**

For this app I think it’s best to have 2 separate versions on that is free supported with ads and another that is paid that has no advertisements. The free version will consist of ads on the main database screen, updating every 10 seconds.