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CS-360: Mobile Architecture & Programming

Project 3: App Launch Plan

“Inventory Manager”

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The application I chose to create for my project was the inventory management application. I haven’t come up with a more creative name so it is currently just called “Inventory Manager.” The icon that I believe would be best suited for my application looks like a warehouse with three boxes stacked inside of it. I have included what I will use for my icon at the top of this page. I went with an icon that looks like a warehouse with boxes in it, because it is an app to manage inventory. Boxes in a warehouse or house looking structure, make me think of inventory on any scale. I made my icon purple, with a small black border, because the main color used in my user interface is that same color of purple. I want users to associate that color purple from my icon to the interface, so it is a continuous theme that is easily recognizable. Changing the color of the icon to purple makes for a continuous theme, and it was important for me to accomplish this because it is how users will identify my application on their device.

The description of my application will have to do with the functionality of the application specifically. With my application I want to appeal to small to medium sized business for inventory, as well as a single household who may use this application to keep track of various types of groceries in their household. The simple description will read something like, “An inventory management application designed for use in anywhere from a single household to a medium-sized business. Choose to receive SMS alerts when your inventory reaches 0, and keep track of your inventory with ease!” With a description like this I can cater to all of my target users, because not only do I highlight the simplicity and usefulness but I mention the key feature of getting alerts when you reach no inventory for items. Overall, I am happy with the direction I chose to go for not only my icon but my app store description.

My application will be available for use on many versions of android. I chose for Inventory Manager to available on Android 9.0 all the way to the most recent version which is Android 12. When looking at the API in Android Studio, it is available on API 28 – API 33. This means my application can be used on 77.3% of devices. That is a decent percentage of devices to be available on, because it means that my application will not work on less than 23% of devices. My application will only ask for permissions to send SMS notifications onto a user’s device. This is only enabled to warn them of low inventory of items. A user can choose to turn off that permission at any time, in which case no permissions will need to be enabled. This is not critical for the application to run, and it will run without that permission needing to be on.

Looking forward to monetization of my application, I am not completely decided at this time. For businesses who do not want to be bogged down with ads, I think I would have a premium option for my application. This premium option would look like sometime of payment that is either on a yearly, monthly, or quarterly basis. For users who do not need that, I think ads would be a great option for monetization. I think it would look like a small ad at the top of the application, or maybe one you can close out of after you log in. I think a banner ad at the bottom of the screen that does not interfere with use, until you close it out, could be a good solution. I have not decided about the premium option, but I think incorporating the ads would be the best way for my application to be monetized at this time.