Nick Wyrwas

CS-360-15465-M01

Mrs. Kalysa Wilson

04/27/2025

7-2 Project Three App Launch Plan

Users can manage personal data through this app which provides an uncomplicated system to track inventory items along with event details and daily weight measurements. The application allows users to access their accounts through secure login credentials which are retained permanently in an SQLite database. The app allows users to choose whether SMS notifications are enabled or disabled according to their granted permissions. The notifications system alerts users about key information including low inventory alerts, upcoming events notifications or weight goal achievements. The app icon will display a symbol that reflects the main purpose of the application. Event tracking apps benefit from calendar and clock icons which highlight their purpose whereas inventory management tools use shopping carts or item lists as symbols and weight tracking apps use scales or fitness icons to represent their functions.

The app will be compatible with Android 5.0 Lollipop (API level 21) and later versions so it can reach a vast number of users and integrate the most recent features and components. The app maintains functionality on numerous devices and benefits from the latest Android features through support for Android 12 and Android 13. The app targets both modern features and older device compatibility to maximize its total potential user base while providing a balance of contemporary functionality and older device accessibility.

The application requests only essential permissions in order to maintain its functional operations. The app needs to obtain permissions for internet access and SMS messaging as well as storage access. Access to the internet is essential for enabling future features which will require syncing data and retrieving information from online sources. The app will use SMS permissions to send users reminders, goals updates, and important notifications. The application requires storage access in order to maintain user preferences and save additional local data. The app will require location permissions when it provides location-based functionalities like geolocation event tracking. Users will receive detailed explanations for each permission request with the ability to decline permissions as needed. The app maintains full functionality even when SMS permissions are denied by operating without sending SMS notifications.

The app's monetization strategy will utilize a freemium model. Users can download and use the base app for free and access basic features which include data management and interaction with the database alongside notification reception. Users who want no ads or premium features like advanced visualization and cross-device syncing can purchase these options through in-app transactions. The free version displays ads at non-intrusive intervals but users have the option to eliminate these ads by paying a one-time fee. The app maintains universal accessibility to all users while providing revenue generation options through premium features and the removal of ads.

The app will undergo multiple preparatory steps before its release on the Google Play Store. The app will receive a concise name that clearly defines its purpose and main features while using relevant keywords to enhance discoverability. Screenshots of high quality will demonstrate the app’s design and functionality and there will be an option to produce a promotional video that shows how the app functions. The app will receive content ratings to make sure it reaches the correct target audience. The app will contain both a privacy policy and terms of use that describe user data management practices and demonstrate the app's compliance with privacy regulations. The app will undergo compatibility testing across multiple devices and Android versions to guarantee seamless operation on different platforms.

Once the app goes live the team will begin focusing on post-launch activities. User feedback will be gathered to inform future updates and improvements. Development will focus first on fixing bugs while new features will be developed according to user demands and market needs. The development of the marketing campaign will include social media strategies alongside online advertising and potential influencer partnerships in related fields. The integration of app analytics tools will allow tracking of user behavior and engagement to gather important data that supports app refinement and meets user expectations. Through consistent updates and bug resolution the app will remain competitive in the marketplace while preserving its functionality and relevance to users over time.

The launch plan specifies essential steps that will enable the app to launch successfully and maintain its success. The plan incorporates development and testing through to marketing and post-launch support to guarantee that the app connects with its target audience while staying functional, user-friendly and profitable over time.