**Project Three – App Launch Plan**

Craig W. O’Loughlin

Southern New Hampshire University

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Professor Jerome DiMarzio M.S.I.T

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Overview

The application that I have chosen to work on is the **event tracking app** (option 2). This application functions as a storage and reminder system for events consisting of a title, description, date, and priority. The user should be able to add new events to the app database, view these events, and be notified on the date that an event is set to occur.

A first iteration of this app has been completed and a launch plan is detailed below with considerations for display in the Google Play Store, supported Android versions, permission control, and potential monetization.

Google Play Store display

Google Play (n.d.) release guidelines state that an app’s listing is an opportunity to make a good impression with potential users. Many users will decide whether to try an app based on the content of the Play Store listing alone. Therefore, it may be the case that this will be the only opportunity to convince a potential user to download this app.

Considering this, our display should be attractive to new users. Users will likely be looking to see how this app will fill their needs in a quick and easy way. Many users coming to this app are anticipated to be looking for convenience features and easy setup. Pictures of app functions are a great way to convey that information, and in pictures we can show off major app functions quickly as well as showcasing a clean UI layout.

The text description for this app should highlight the major features of the app, perhaps in an easily browsable list of bullet points. Long blocks of text should be avoided here as many users may not care to read so much text or be put off by long descriptions and having to search for the information they need.

The icon for this app should be something that easily identifies the usage of this app. A simple calendar icon could work well. Material Design (n.d.) recommends icons to be simple, modern, and friendly. Therefore, the design of the icon should not include too much detail beyond conveying the idea of a calendar. The color scheme of the icon may match the color theme of the app.

Android Versions

This app has been developed to target Android API version 29 (Android 10, ‘Quince Tart’). As of the date of this paper, Android Studio reports that this target will reach 62.8% of all Android users (last chart update: Aug 4th, 2022).

This API target means that this app uses features up to API version 29, therefore we guarantee this app will run on version 29 or newer and will have unknown results on older API versions. This also means that we do not use any of the newest features available at later API levels than 29. This target works well as it is a ‘future-forward’ development level. An older API can be selected to include more users at the cost of feature availability, however, as more users upgrade and the Android environment evolves, we would risk having our app fall too far behind and then need major rewrites sooner. On the other hand, developing directly to the latest API risks alienating too many users, so a balanced approach is taken.

Permissions

In the face of data privacy concerns related to increased use and reliance on technology, many users will be wary of excessive app permissions, especially ones related to more sensitive data like contacts access or camera use. This app request just one permission, SMS notification access, which is necessary for notifying the user of a planned event via the background service.

Best practice for app permissions is to limit requests and only request access to a system-controlled resource at the point that it is needed (Android Developers, n.d.). This makes it more likely that the user will understand why the app is requesting the feature. This app requests SMS permission only when the associated feature is enabled by the user. This is important, as an app bombarding a user with permission requests at start up is a universally negative experience.

Monetization

Monetization should be handled carefully in any app, as in may cases it is strongly tied to user experience which is in turn strongly tied to the potential size of the user base. For this app, unintrusive banner ads seldomly displayed at the bottom of the grid page may be acceptable. Ads that detract from user experience too much, or display right away at launch, should be avoided. Launch is an especially important time for gaining user base and these types of ads may push too many new users away. It should also be considered that there are already a few established apps on the market that perform the functions of this app, so therefore extra caution should be taken to not drive users to similar apps with better ad experiences.

Another monetization feature that may work well here is a premium service which would remove ads as well as unlock extra features. This may be as simple as offering a paid version of this app. As with any paid version, it is a difficult sell to a new user, so it is important to include this only alongside a free version. Using only a paid version may, again, push away too many users.

**References**

Google Play. (n.d.). *Release with confidence.*

<https://play.google.com/console/about/guides/releasewithconfidence/>

Material Design. (n.d.). *System icons.* Material.io.

<https://material.io/design/iconography/system-icons.html#design-principles>

Android Developers. (n.d.). *App permissions best practices.*

<https://developer.android.com/training/permissions/usage-notes>