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Winventory Launch Plan

The plan to launch the Winventory mobile application (app) is a multistep process that requires an outline of all supporting components, user testing, and the creation of a Google Play Developer account. The supporting components include the app’s description and icon, the versions of android that the app will successfully run on, the permissions that the app uses, and the plan for monetization. The app’s description will provide a concise overview of the purpose of the app and features that it offers. The following is the first draft of the app’s description:

Winventory is a simple inventory solution that allows you to stay organized by keeping track of items and notifying you when there is low inventory. Ideal for warehouses, at home, or anywhere! Add items to your inventory; fields include Name, Quantity, and Description. Adjust the quantity of items as stock fluctuates and never be out of sync with your inventory. SMS notifications can be sent to your phone to alert you that the quantity of an item is zero. Items can be added, removed, and updated as necessary. Scroll through your inventory easily and enjoy the satisfaction of being well organized. Winning!

The icon that will best represent the app once it is made available in the app store is the letter ”W” from the Winventory logo. This icon was chosen because of its simplicity and distinct style which will maintain the app’s brand and make it more recognizable. The background of the icon will be white so that the contrast between the “W” will always be maintained despite the screen background color of a user’s device.

The minimum software development kit (SDK) that Winventory will run on is Android 6.0 which is API Level 23 and has the Release Name of Marshmallow. As of writing this, choosing Marshmallow as the lowest version of Android that the app will successfully run on makes it compatible with 97.2% of Android devices. The anticipated user of Winventory may be drawn to the simple interface and functionality of the app because they are not tech savvy and do not own the “latest and greatest” device for complex features. This and the high percentage of compatibility are the reasons Marshmallow was chosen. It is important to note that while Winventory is compatible with older Android versions, it has not yet been optimized for smaller screens. The compile SDK and target SDK for Winventory are set to API Level 33, Android 13.0 and also known as Tiramisu. The app will successfully run on the most current version of Android and the others that have succeeded Marshmallow. Google Play requires that apps target API level 31 or higher. The app was tested on devices using API Level 30.

The permission that the app will ask for is to enable it to send SMS messages. The app makes this request when a user taps the notification icon in the action bar of the inventory screen. The purpose of allowing the app to send SMS messages is to notify a user when the quantity of an item is low. Updating an item’s quantity to zero or adding an item with a quantity of zero will trigger an SMS alert to be sent if the permission is granted. This feature allows users to restock items in a time efficient manner. The application does also use external storage to store the items from a user’s inventory, as well as login data. However, permission Is not requested to write to external storage because it is not required for shared storage and because it is necessary to use the app. On the other hand, permission to send SMS is not required to use the app and the app will run just as well if the permission is denied. A user must have entered their phone number in addition to granting permission in order to receive SMS notifications.

The plan for monetization of the app includes both in-app advertising and offering a premium version for a one-time payment. The goal of in-app advertising is to effectively establish a main revenue stream by showing carefully place ads without overwhelming users or taking away from the user experience (UX). The most appropriate type of ads are banners that appear either at the top or bottom of screens. Video ads are not a great option because this app is designed for working professionals and others that do not have time to watch a 5-30 second video. It could deter user engagement if it affects their productivity. Implementing a bid process that allows advertisers to compete for ad impression through competitive bidding can maximize profits. Offering a premium version of the app will cater to the part of the user base that does not want to see ads at all. Additional feature such as creating multiple inventories will help market the upgraded version and enhance the user experience further. The fee itself would be set between 2.99 and 4.99.



**Winventory Logo**



**Example Icon**