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Project 3: App Development Proposal – Option 1 Inventory App

**App Store Description and Icon**

Since Inventorio is designed for business use, the description will state that it is an app designed to seamlessly manage your business’s inventory. Inventorio allows for role-based user permissions to give your inventory team, purchasing team, and customers different permissions to interact with your inventory. Since my app won’t be as reliant on marketing on the app store, the icon won’t need to be as catchy as apps on the app store. The icon I would make would still be something that draws it apart from other apps and tells the user it is used for inventory management. Something like a stylized inventory shelf with boxes.

**Versions**

Inventorio’s was developed on Android version 12 for its initial development, but Inventorio will be available for all sorts of versions upon release. Since Inventorio is an inventory management system, it should be available on even old versions of android, as inventory workers may be using older versions of android to scan in inventory. Since Inventorio doesn’t use advanced hardware components that come with later versions of Android phones, it won’t be that difficult to ensure older versions of Android are supported.

**Permissions**

Inventorio will ask for permissions for SMS text messaging, and the user’s camera. The SMS functionality, if opted in, will send text message alerts, for example, when inventory falls below a critical threshold. If the user opts out from SMS messaging, the app will display the alerts within the app when the user logs in. Inventorio will use the user’s camera to scan the barcodes on boxes. The camera will then enter the UPC or product code into the app without the user needing to type it in. If the user opts out of camera permissions, the user will have to type in the product codes themselves.

**Monetization**

I considered a few different types of monetization, and ultimately landed on a subscription model for Inventorio. Instead of using a paid-per-user subscription model, Inventorio will be paid at the enterprise level for a certain number of licenses that they can give out to their inventory team and purchasing team. Customers will have a free version of Inventorio available to them. Ultimately, this monetization method was the best choice over ads, or pay-once models. Ads didn’t make sense for this app, as ads would be disruptive to inventory users trying to perform their jobs, and would leave a bad taste in users’ mouths. A pay-once model doesn’t make a lot of sense since the users would likely be using this app at work, and their employers would likely pay for them.

**Additional Features**

Some features that I would add to this app before launch include the barcode scanner and role-based permissioning. The barcode scanner would allow you to add an item quickly and easily by scanning its code, and having a database of items quickly populate the name and location. Role-based permissioning means that I would add a user profile to each user in the database, and allow access to certain activities and objects based on their permission group. For example, if a user is an inventory user, they will have access to add, edit, and delete inventory, but a customer role, for example, would only have access to read from the inventory. I would expand out the information entered into the app to make this app even more useful to inventory teams.

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