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**App Launch Plan**

Application design, development, and testing is the first phase of any application project a developer intends to submit or load the Google app store. Significant work must be completed to post the application to the app store. Starting with the app store registration whose developer registration requires a $2 fee to register. If the developer’s application involves sales, then a merchant account is needed to post commercial application that allows sales. Once everything is done, a developer requires to prepare documents for the application. These documents involve preparing EULA which is an End User License Agreement and the other one is Privacy Policy.

**What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?**

The description of my application will involve the text introducing the application, its functional details, usefulness for individual and business usage, and how it can help and facilitate the users to maintain their inventory of different items and keep track of items, receive alerts for restocking. The application can be used at home, at the office or at the grocery store, or at any other business that involves inventory management. An icon that involves a product stack will best suit the application as it shows the stock. Product stock management is the core function of the application.

**Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.**

I would prefer it to run on Android 7 onward to the latest Android versions up to SDK version 33. This will cover around 90% of smartphones and a wide array of devices such as Smart Phones, Touch screen Kiosks, Tablets, and hand-held devices. The application has the potential to grow in the future with respect to functionality and interface. The inclusion of the latest Android SDKs will help adapt the most modern techniques of UI/UX.

**What permissions will your app ask for? Be sure these are the only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?**

Android application intended to post or load on the Google App Store requires a robust and elaborate Privacy Policy, especially with respect to what permissions or data they will utilize. My application only requires permission to send SMS for Inventory alerts and notifications for the purpose of notifying the user to restock or be aware of the current status of products that have zero stock. The application is not going to access or use Person Data and any other special permissions required by the application. If the user allows or grand the SMS sending permission, the application will notify the user about the products having zero stock or quantity.

**What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, or neither.**

Monetization is one way to earn money from the applications posted to the Google app store. As my application is a general-purpose small application so I am not going to sell or make it a subscription-based application. I would rather use in-app advertisements that may run at the startup of the application. In this way, my advertisements will be less intrusive and still help me earn decent revenue.