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CS-360

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**Launch Plan - Event Tracker Application**

I imagine the description of the app in the app store to include the major functionality of the app as well as some suggested use cases for users to give them examples of what they can do with the application. I would also like there to be images of the screens in the app below the description so that people can see what the UI looks like so that they will know if it fits their style. The description would talk about how the app is perfect for people that are busy and need an event manager to keep track of everything they have going on. It would explain how you can easily add, edit and delete events from the app all from a secure login allowing multiple users to enjoy the same app under different logins. I think that a calendar icon would best represent my app in the app store as this app focuses very heavily on dates and appointments. Having a calendar will make it clear what the type of app this is without even having to read the description. I currently have this app coded to support Lollipop 5.1 and according to android studio that should cover about 97-98% of current android users. This seemed more than sufficient for me because as you go back in versions you only gain fractions of a percent of users but lose very important pieces of functionality. If I went back too far I wouldn’t have been able to even send notifications the way I needed to for this project. While I didn’t write my code with the newest version of Android in mind I believe I currently do support the latest version of android because the latest version should have support for all the functionality in the previous versions before it.

The only permission that my app asks for is the permission to send SMS notifications when an event is coming up soon to serve as a reminder to the user. While this isn’t necessary for the app to run it would inhibit its functionality greatly. The two main purposes of the application are to create a space for people to organize their events and to get reminded about them. If they disable the SMS notifications then they would have to check the app regularly even when they don’t need to add an event or make an update which I imagine would get quite tedious and could lead to the missing of important events. The app should still function if the permission is not granted as it isn;t totally essential to the functionality of the application. My application doesn;t ask for any other permissions because anything other than the ability to send SMS messages would be necessary for the app's functionality. I think that the way the app currently stands I wouldn’t charge anything for it and it can simply be used as a free service to anyone who wants. In the future I would like to add some feature to the app to help it compete with other event tracking apps out there such as Google calendar and then at that point I would probably make the app a one time payment of a couple dollars. I feel like ads would really ruin the aesthetic of the app and after a while would probably make people stop using it.

I think that overall this app still needs a lot of work before it can be launched to the app store. I am still working out a lot of bugs and this is not something that currently is in a very functional state. In order to make this worthy of the app store I still need to get the interactions between the database and the user input to be more seamless and functional. I would also like to update the UI a bit and make things a bit more attractive on that end with the possible edition of a portrait mode for event view although that would be difficult given the amount of information per event.