Richard Schall

CS-360-Q6533: Mobile Architect & Programming 20EW6

Southern New Hampshire University

August 21, 2020

**7-2 Launch Plan – Inventory Tracker**

**App Description**

The description of my app will include the basic functionality of the app, which is tracking inventory for a small business or household. The description will highlight that this is an application at the ground level that presents the users with influence how the application will be developed in the future based on user input. I feel the icon for the application is hugely important. I will commission a friend that does art to make an icon for the application. An example of his work is in Figure 1.



Figure 1: Artwork by Don Pendleton (2020)

**App Android Versions**

The application has been tested on Android version 8.1, 9.0, and 10.0+. Android 10 is the latest version with Android 11 being released soon and beta versions are currently available. I will need to test the application for Android version 11.

**App Permissions**

The application asks for permission to use the SMS messaging of the device. This feature is not completely built out. The application needs access to SMS messaging to alert the user to low inventory or when new versions of the application are released.

**App Monetization**

The plan for monetizing the application will change over time as the inventory tracking application evolves. In the beginning, I will use advertising in the application. The type of advertising used will be interstitial or full screen adds (Blair 2016) that will display when the user transitions from login screen to the main inventory menu. I will target companies that have similar customers. One that comes to mind is website like NowInStock.net that provides a tracker for when items come available for purchase. This could provide my users with access to a website that is useful for finding hard-to-get items like cleaning wipes.

The goal for the Inventory tracking application is to eventually build in features to the application that customers would be willing to pay for. That is the ultimate goal for monetizing the app.

**Reference**

**Blair, I. (2016, April 15).** 10 Effective Ways to Monetize Mobile Apps | BuildFire. BuildFire; https://www.facebook.com/buildfireapps/. <https://buildfire.com/ways-monetize-mobile-app/>

**Pendleton, D. (n.d.)**. Darkroom Inc. – drkrminc.com. Drkrminc.Com. Retrieved August 21, 2020, from <https://drkrminc.com/>