**App Launch Plan**

**Option 2 – Event Tracking Application**

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**App Description:** Eventus, an event tracking app makes it easy to create and manage numerous events to keep on top of your busy schedule. Users have the option to opt into SMS reminders, so they never miss the events that matter to them.

Upon final decisions of brand image used within app, the icon will be a resized version for brand consistency utilizing the same primary color as in the app. Alternatives include seeking the use of a graphic artist to ensure optimal brand imaging. The Eventus app is compatible with Android versions 28 (Pie) and older supporting approximately 88.5% of users (Belinski, 2022). In order to get the app accepted into the Google Play app store, the app needs to be compatible with Android 13 (API 33) or higher for all new apps as of 2023 (Android).

Android permissions requested by the app include SEND\_SMS, and SCHEDULE\_EXACT\_ALARM, for setting up SMS reminders the day of events. Users may opt out of allowing SMS messaging and the app will function without issue sans message reminders. As per Android functionality guidelines, the app only requests permission for the bare minimum number of functions in order to successfully run (Android, n.d.).

There are a few further refinements that would benefit the app including password encryption, further exception-handling, continued testing of functionality and UI on a wider range of devices and edge-cases. There have been times in testing where the app suddenly crashes upon adding a new event, but it is not consistent and difficult to track root causes. Users on a device also currently share event database listings, which may not be intended which would require further enhancements to current SQLite design. Currently all database operations are performed as Async background tasks which is a deprecated practice in current Android standards, this would be updated in later versions of the app (Android, 2020). Testing of the app was performed on emulators for the Pixel3a, Pixel 2, and a physical Galaxy S21 device. Further testing is required for user interface design and compatibility with larger screen sizes such as tablets. Possible avenues of expansion include implementing the design for use with wearable devices like smartwatches, as well as working on a version of the app compatible with iOS. Finally, upcoming version updates will include a method for user feedback to help identify issues and provide thorough maintenance after initial release.

**Monetization:** Plans for monetization are to implement full-screen ads after adding x-number of events or confirming event edits. Depending on the frequency of these ads, users will still be able to function without much frustration, however a premium version of the app for a small single-time payment will allow removal of ads. If this monetization strategy is employed, steps will need to be taken to make sure the user is aware of the option to upgrade to an ad-free version without annoying the user. There may be potential to also sell analytics data to third-party companies depending on how many users interact with the app (Hughart, n.d.). To ensure the correct advertisements are associated with the target audience, a rating questionnaire can be submitted to help content authorities administer the correct rating for the app (Google, 2023).

**References**

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