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CS-360

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## Launch Plan

The app I have been working to develop is called Inventrack, it is an app that uses an inventory to track whatever desired products a user inputs into the app. This app will provide individuals and small businesses an easy-to-use app that will allow them to keep track of anything they need! Some key features of this application include the ability to add, update and remove items from the inventory and an easy-to-use user interface that will keep things simple while still providing a high level of efficiency. Users also will have an SMS system that will alert them when a change has been made in the inventory such as an item being low in stock. A good icon to use that will represent my app on the store would be a clipboard with a list of items on it along with count levels for each item and the app name across the top of it. Our target android version will be android 14 (API 34) because it is the most recent version of android released and happens to be what it was created on. The minimum version I would like it to be able to run on is Android 8 because it will help with compatability on older devices and 8.0 is the oldest version that still supports notifications, runtime permissions and solid security APIs. My app will only request essential permissions so that user trust stays high, and we are adhering to best practice. Notifications and internet access will be the only permissions this app will request from its users. The best possible monetization plan for this app would be using a free/premium plan that would offer users who have a paid subscription exclusive feature that cannot be acquired by the users with the free version. This provides a market for the app where it can gain popularity from free use and then the people who really like it or need it for their job or business can subscribe and gain better features while we gain monetization from the subscription. These features could

include things like ad free use, cloud-based data backup, and data exports to PDFs or CSVs. This launch plan ensures that the app is scalable, functional and user friendly all at the same time while still maintaining best coding practices and proper ideals for Android development and monetization.