CS-360 Mobile Architect and Programming

MOD 7 Project 3 – App Launch Plan

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I will describe my inventory app with the foremost basic functions. These will be the benefits of the app. Easily add your camera gear into inventory for tracking and tax purposes, including depreciation. I will include all the main functions as well as break down those main functions. In a bigger studio, this has the benefit of multiple users being able to update where cameras and lights are. If they are being used on SET3 then that can be entered into the app for tracking. Once the gear return to the gear room, it can be updated to confirm this for other users. It will be a central hub for workers to know what is available and where it is. I will also describe additions that we will make in future releases. This I already have ideas for. Especially bigger studios, they can create and print QR codes to put on the items, which they can scan with their phone camera. It will make the process that much faster. Any big studio knows how important this is. Especially with these mundane yet very important tasks. I will include all the legal information that is needed per government regulations as well as the app store regulations. I want the user to know that it is a legit app. I will include screenshots of the application to show how detailed and robust it is.

This app will be available up to the most previous Android operating system version. Since it seems like it is Android 11 now, I would like to launch with android 10 and hope that it will run on the previous versions of Android. I will want the most available users I can get. If needed I will create different versions of the app to accommodate the latest version of Android. Also knowing my target audience and their tendencies, this app should launch in the Apple ecosystem first.

Permissions will increase as the app is developed more. As it is now it needs permission to send text alerts for low inventory. This can be expanded to alert users when an item is moved. In the future, it will need permission to access the camera, but not your actual camera roll. It would be nice to have the option to text to speech for the listings and descriptions. There will need to be user permissions setup at some point. I envision there being an Admin or ultimate authority that can add and delete items. For most users, they will only need to move items and counts between locations that are setup by admin(s).

As far as monetizing this app there are a few ideas I have that may work. A freemium model will work but will need to limit the number of items, users, and options available. I could see the potential for advertisers in the freemium model. Having an ad that pops up for any number of camera stores or rental houses in the area. There will be an option to upgrade at all levels. A step up would be a one-time fee. This opens more options for items, users, and options. Finally, a subscription version would have an Enterprise style edition. Users would get full access to unlimited items, users, and options. These subscribers will also get all upgrades and new releases of options. This is a great pool of people to reference for new tools, since they would be using it at its maximum capacity, they will know what options or services will be needed.