**Option 2: Event Tracking App Launch Plan**

7-2 Project Three

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As a basic application, EventTracker’s target users are those who plan to utilize the app for personal instead of business use. There are three main types of users that would enjoy the barebone functionality, a clean interface with accessible core features that allow users a quick and easy interaction. The first is students, more aptly college students who are just starting to sharpen their time management skills. These young adults, ages 17-23, can use the application to help juggle their personal and academic lives. The next target group for my application is parents of children ages 0-16. As adults who have to manage schedules for their household, their children’s busy schedules, and themselves, this app would be a great no-hassle choice for those who need to schedule and set reminders for quick tasks that may pop up on the go. The last group of users would enjoy this application as they would find the accessible and recognizable buttons convenient for performing basic reminders for everyday or important events. All these users would have a simple tap-in and tap-out relationship with the app, expect no-fuss navigation and layout, and would love the fact that no-included frills mean their data stays within the app and is not constantly shared with third parties. These are our target groups which we will focus on as we outline a comprehensive plan for launch that will bring EvenTracker to market.

**App Representation in App Store**

The app description will be simple, concise, and well within the 80-character limit requirement (Google. n.d.). We will explain a straightforward app that is designed to assist users in keeping tabs on the activities that take place in their life on a day-to-day basis. The description will focus on the most important aspects of the application, such as the user interface's friendly design and the user's ability to effortlessly add, edit, and remove events. We will also promote the SMS notification feature, which is one that consumers who are constantly on the move will find particularly exciting.

Text, whiteboard

Description automatically generated

The above image depicts the logo of the application as it appears on the login screen. It is a 32-bitPNG image with 512px by 512px with a maximum file size of 1024KB, that will also be used to represent the app in the app store and as the EventTracker launch icon on users' home screens (Google. n.d.). The selected logo is consistent with the app's fundamental design because it depicts a grid arrangement where users may keep track of events, as indicated by the checkmarks. The usage of a paper pad and pen emphasizes the app's simplistic nature, which has been turned into an application for the convenience of use. The logo is also cohesive with the app's theme to produce a uniform design that helps foster user recognition.

**App Version**

At the moment, the app requires API 28, which is equivalent to Android 9.0 (Pie) and is compatible with around 75% of all devices. The most recent version of Android, known as API 32, was not chosen as the minimum since it had an extremely low compatibility rate, which is under 1%, drastically limiting the app's market reach. Because EventTracker does not have the level of complexity that would necessitate higher versions, we can afford to be a few versions behind the most recent while still being compliant with Google Play target API level requirements (Android Developers, n.d.). This version was specifically chosen with users and the functionality of the app in mind. Our target users span a wide variety of age demographics, which implies that in order to assure a high percentage of compatibility among our target audience, we must consider the upgrading/updating behaviors of the people who will be using the app with their Android devices. This version also includes the essential improvements to protect the privacy and restrict access to a user's phone components when an app is idle or running in the background, as well as the ability to receive SMS notifications (Android Developers, n.d.).

**App Permissions**

Currently, the EventTracker app only has one feature that requires user permission: SMS notification. Users can enable the function by tapping the SMS icon in the bottom app bar, which allows the app to send SMS messages to their phone number to alert them of upcoming events. A great deal of work was placed into the app to avoid building an app that requires a great deal of user permission to access device data/components. Not only to preserve an easy-to-use and carefree app look but also because when a device requests user permission, users become hesitant to provide access due to privacy concerns. As a result, the app was built to work seamlessly regardless of whether a user grants permission to activate SMS notifications. This functionality will be marketed as a bonus feature rather than a key component of the app so that users do not feel cheated if they do not feel comfortable granting access. If users decide to enable this feature, they will receive an unobtrusive confirmation in the form of a toast message.

**App Monetization**

There are currently no plans to monetize the EventTracker app. The app's functionality is currently too basic to charge a one-time purchase cost or in-app purchases. Considering users who download the app expect a simple tap-in and tap-out interaction with the app, as well as no-fuss navigation and layout, any sort of in-app advertising will be counterproductive to gaining long-term users and will instead turn away our target audience. Instead, we should concentrate on expanding our potential customer base and finding alternatives that will not detract from our design model. For instance, slowly introducing single features that users can unlock for a cost, not necessarily a one-time fee, but monthly or yearly subscriptions are an option. By encouraging our customers to review the app and provide feedback, we can use this data to monetize the app with new features. Some of the features may include creating and categorizing separate lists which would need to be stored for longer periods of time. At this time, entering a partnership or sponsorship with a third party for users who wish to update to more storage space may also be a viable option (Hughart, 2022). The key is to grow a customer base, continuously and steadily improve the app, and begin to introduce ways to monetize any updates while remaining true to the model and core users of the app.

**References**

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