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CS-360: Mobile Architecture & Programming

Project 3: Inventory App

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I’ll be honest I have spent more time just trying to make sure the application runs properly and contains all the required material than an actual launch strategy. However, launching is just as important as developing the app itself, because without some type of launch plan, even the most well-designed app can possibly be squandered.

I ended going forward with the first scenario which was an inventory application for a warehouse. While this app is in the infant stages compared to the more successfully developed apps out there, this app serves for the simplistic approach of tracking items for inventory purposes. The app will allow users to establish and maintain a username that will grant access to their company’s product inventory system. This inventory system will allow employees to manage the inventory system allowing users across the company to always be aware of products available. An icon for an inventory app can be a rather tricky selection. I considered a basic box image for an icon, but to the average user this may symbolize a type of shipping company. For an icon I would choose to go with a type of checklist icon with either a plus and minus symbol or two arrows in separate directions. This would symbolize to the user a product that lets you add and remove items or ingoing and outgoing inventory.

My inventory app will run on Android 9 (Pie), or approximately 39.5% of devices available that use Android OS. This is largely based upon the development scenarios we have already been working through within Zybooks. Even though I have not included the latest version, it will work on Android systems running Pie but may run into issues on older API’s since some features may be out-of-date. I ended up choosing this API because Google Play requires that all new apps require this level to be targeted.

At this point in development the permission I have is to receive messages and permissions that relate to logging in and creating a user in the app. The message permission is the message that would notify users when a product is not available or has reached zero in the inventory. The app basically only includes the necessary permissions to run the inventory. Going forward there may always be room for improvement to add other permissions such as one for a QR code reader.

Monetizing the app will have a different strategy since the inventory app is aimed towards warehouses. I think Email lists would be one direction to help advertise because this would get the app out to all the employees so they may start using it as soon as possible. I would opt for a one-time payment option since no one really wants to use an application for tracking products with ads playing or popping in while trying to properly manage product inventory. If I were to implement ads into the app, I would try to keep them on the Login screen so that this would be the only time the user encounters them. In fact, since the app is directed towards warehouses, the company may also decide to make a one-time purchase for the app for the company at a discounted price. This may also be another strategy for monetizing the app. I believe that a soft rollout of the app would be beneficial to start off with while adding or updating features based on feedback or personalization for a company. The feedback and reviews will be key to advancement if the app is to be successful. This will also help with launching and maintaining a successful product. I think another possible successful idea with the launch would be to let one of the intended companies test out the product to help fine-tune the app for its designated purposes. Below is the inclusion of the UI screens from my Inventory App.



