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7-2 App Launch Plan

**App Launch Plan for Event Tracking App**

**Introduction**

This plan outlines the steps necessary to bring the Event Tracking App to market. The app is designed to help users manage their events efficiently, providing features like event creation, deletion, updating, and viewing. The app also includes SMS notifications for reminders. This document covers the app description, target Android versions, required permissions, and a strategy for monetizing the app.

**1. App Description and Icon**

The Event Tracking App is a user-friendly application designed to help users keep track of their important events. Whether it’s a business meeting, a personal appointment, or a social gathering, this app makes it easy to organize and manage events all in one place. Users can create new events, update existing ones, delete events that are no longer needed, and view all their events in an organized grid layout.

The app icon is designed to reflect its purpose. The icon features a calendar and clock, symbolizing event scheduling and time management, set against a color scheme that matches the app’s theme. The icon is simple yet modern, making it easily recognizable in the app store.

**App Description (for the app store):**

“Never miss an important event again with the Event Tracking App! This powerful and intuitive tool allows you to create, update, and manage your events with ease. With built-in SMS notifications, you’ll always be reminded of your upcoming events. Perfect for busy professionals and anyone looking to stay organized. Download now and start tracking your events effortlessly!”

**2. Target Android Versions**

The Event Tracking App is designed to run on Android devices running Android 6.0 (Marshmallow) and above. This ensures compatibility with a wide range of devices while also taking advantage of the latest features and security enhancements offered in newer versions of Android.

The app has been tested on the most current version of Android to ensure it runs smoothly and efficiently. Given the diversity of Android devices, compatibility with older versions helps maximize the app’s potential user base while still leveraging the benefits of modern Android development.

**3. Required Permissions**

The app requires a few critical permissions to function effectively. These permissions are necessary for the core functionalities of the app and have been carefully selected to avoid overstepping user privacy concerns. The following permissions are requested in the app manifest:

• **SEND\_SMS**: To allow the app to send SMS notifications to remind users of upcoming events.

• **RECEIVE\_SMS**: To enable the app to handle incoming SMS messages related to events, if applicable.

• **READ\_SMS**: To allow the app to read SMS messages for specific purposes, such as verifying an event reminder.

The app will prompt the user for these permissions at the appropriate time during usage, ensuring that users understand why each permission is necessary. If a user denies a permission, the app will continue to function, but certain features (like SMS notifications) will be disabled.

**4. Monetization Strategy**

The app will be offered as a free download with the option to remove ads through an in-app purchase. This freemium model allows users to experience the full functionality of the app while generating revenue through advertisements. For users who prefer an ad-free experience, a one-time payment option will be available.

The plan is to integrate non-intrusive banner ads that do not interfere with the user experience. Additionally, the app will offer premium features, such as advanced event management tools or additional customization options, as part of the paid version. This combination of ad revenue and in-app purchases provides a balanced monetization strategy that caters to both free and paying users.

**Conclusion**

This launch plan outlines the essential components required to successfully bring the Event Tracking App to market. By targeting a broad range of Android versions, requesting only necessary permissions, and implementing a flexible monetization strategy, the app is well-positioned for success. The next steps involve final testing, gathering user feedback, and preparing for a potential official launch in the app store.