**Project Three**

**InventoryApp Launch Plan**

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The description of InventoryApp in the app store will advertise the easy-to-use user interface and efficient design of the application. The description will also highlight some of the key features of the app like the ability to have multiple users, easily add product photos, and quickly update the quantity of multiple items from one screen. The icon will look like a cardboard box. This represents the application well because the target users will likely be receiving or sending many cardboard boxes while using the application.

InventoryApp targets API 33 and requires a minimum of API 28. This means that it will successfully run on the current version of Android, 13. It will also run on any other version back to Android 9. It will not run on devices using an older version of Android than 9. However, nearly 90% of users have devices running at least Android 9.

InventoryApp will ask for permission to send SMS messages in order to send SMS notifications to users when an item’s quantity drops to zero. The application will also ask for permission to access photos so the user can add product photos they have taken with their devices camera app.

In order to monetize InventoryApp, special care must be taken to avoid upsetting users. This app is intended to increase the productivity and efficiency of users so in-app ads such as notification ads or banner ads could risk alienating users. If any ads are included in InventoryApp it will simply be a single full-screen ad that displays when the user first logs in. Rather than relying on advertising for the bulk of revenue, InventoryApp will offer a paid premium version that adds features to the application. The paid version will add features to import inventory from CSV files and export to CSV files. The paid version could also offer reporting on the inventory that a user would find very valuable. The overall strategy is to give the base app away for free because many more people will download it. Once users find that they like the application and start to build a large inventory in the app they will find that they are willing to pay for the premium features that are available.

**References**

Belinski, E. (2023). *Android API Levels*. Android versions, SDK/API levels, version codes, codenames, and cumulative usage. Retrieved April 14, 2023, from https://apilevels.com/

Hughart, N. (2023, January 25). *10 effective ways to monetize mobile apps*. BuildFire. Retrieved April 14, 2023, from https://buildfire.com/ways-monetize-mobile-app/