CS-360 Yelena Green

A logo of a tree of mail

Description automatically generated

Application Launch Plan

**Application Description**

*GardGrove* is a user-friendly application designed to help individuals manage their physical greeting card collections. Whether you are an avid card collector or someone who wants to keep track of special occasion cards like birthdays, anniversaries, and thank-you notes, CardGrove offers a simple and intuitive interface to organize, track inventory, and ensure you never run out of your favorite cards. With real-time notifications, you’ll be alerted when your stock is low, helping you stay prepared for every occasion.

**Application Icon**

The icon for *CardGrove* will feature the stylized dark green tree with golden card-shaped leaves, symbolizing growth and collection. This icon represents the core functionality of the app – managing and nurturing cards collections – while also being visually appealing and easy to recognize on the home screen.

**Supported Android Versions**

The application will include support for the latest Android version as of launch date, allowing it to leverage new APIs and features introduced in recent updates while maintaining backward compatibility in the future releases. *CardGrove*’s target audience are users running Android 6.0 (Marshmallow) and above.

**Requested Permissions**

The application will only request permissions that directly contribute to its core functionality, ensuring that users feel secure and the that app remains compliant with best practices. CardGrove will function correctly without additional permissions granted by the users.

The application will request SEND\_SMS permissions to send notifications when the card inventory for any card reaches 0. Users would be able to manage granting and revoking permissions to send SMS notifications via Settings screen.

In the future, INTERNET permission will be necessary for the app to display adds if this feature is implemented as part of monetization plan.

**Monetization Plan**

The initial version of CardGrove will be offered for free on the Google Play Store. This will help to attract a wide user base and build brand awareness while gathering user feedback for future releases.

CardGrove 2.0 will incorporate more features, and to generate revenue, the free version will include non-intrusive banner ads. These ads will be displayed on the card inventory screen and will not interfere with the user experience.

A premium, ad-free version of the CardGrove 2.0 will be available as a low monthly subscription, with discounted annual purchase. Users who upgrade to premium subscription will enjoy an uninterrupted experience and potentially access additional features, such as cloud backup for their card data in the future.

**Post-Launch Support and Updates**

After launch, user feedback will be actively monitored through reviews and in-app surveys. This feedback will be crucial in identifying any bugs, usability issues, and prioritizing feature requests for *CardGrove* 2.0.

*CardGrove* will be regularly updated to fix bugs, improve performance, and introduce new features based on user feedback. The application will be maintained to ensure compatibility with future Android features while maintaining backward compatibility with previous versions.

As part of Marketing strategy, a social media campaign will be organized to promote the app through targeted social media ads, highlighting its key features. It will also include collaboration with greeting card companies to cross promote the app, offering discounts or exclusive content to users.

A dedicated support page will be set up, including FAQ’s, a user manual, and a contact form for direct assistance for *CardGrove* users.

**References**

1. Google Play Academy. (n.d.). *Launching your app.* Google Play Academy. Retrieved July 25, 2024, from https://playacademy.exceedlms.com/student/collection/260730-launch?sid\_i=2
2. Android Developers. (n.d.). Publishing overview. Android Developers. Retrieved July 25, 2024, from https://developer.android.com/studio/publish