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Inventory App Launch Plan

CS-360

There are numerous requirements that must be met before launching an app. This extensive list can be found on Android’s website as a checklist. The first step is to review the Developer Program Policies. These policies, determined by Google, ensure that its distribution platform, Google Play, remains reliable and safe. Their enforcement is beneficial to users and developers, as it protects intellectual property and prohibits impersonation, spam, malware, while regulating content and privacy to respect relevant laws. My inventory application, *Rawster*, adheres to each one of these policies.

Following the steps on the Launch Checklist, I would create a developer account. I would not need to set up a merchant account because I would not sell any products through my application. The localization I would for my app would be the United States, mainly because of the language barrier. After doing research on other countries, I could also invest in creating variations of the app with different languages and features that would meet specific market needs. The next step would be to plan for simultaneous releases. Since I would be releasing my app only for Android, this would not be a problem. Otherwise, I would have to invest much more time on developing the same application for web and other mobile platforms in order to release them simultaneously.

Testing the app against the quality guidelines established for Android developers seems to be one of the most daunting items on the Launch Checklist. There are numerous quality aspects that would need to be tested and refined before launching my app. Android also provides an updated Core App Quality Checklist, which makes it easier to review these requirements. For example, the app must have a refined user interface that provides functionalities in an efficient way and ensures compatibility with different systems. Moreover, it must be stable and secure, keeping the user information private. Having met all the quality requirements, considering that I targeted recent API levels, I would build my Android App Bundle and push the app to internal testers for feedback. Then, I would create the components of my Play store listing, including the description, pictures, and videos. Because my app is simple, I do not think it needs a pre-registration listing page. Having conducted the internal testing, I would push it to closed testing for additional feedback.

Subsequently, I would define the devices that would be compatible with my app. Since the app is targeted to smartphones, I would not select any of the opt-in options, such as Android TV or Wear OS. Then, I would also analyze the reports for the closed testing and implement any feedback that identified issues with the application. The monetization model for this app would be Advertising. It would be a free app, but that shows Google AdMob ads. As stated previously, I would not sell products or have subscriptions for my app, therefore I would not need a merchant account. Lastly, I would set the content rating to “*Everyone*” because the content of my application is suitable for all ages.

Having reviewed the checklist a second time, I would publish and promote the app with the Google Play badge. Once the application is running on users’ devices, it is essential to analyze and respond to user reviews. These reviews are valuable as they may identify issues in scenarios that were not seen in previous tests. Furthermore, it is important to check the application’s vitals as it runs on real devices. This information can help identify performance and stability issues, which can have negative impacts on the user experience in different devices.

References

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