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Weight Tracking Application Launch Plan

1. *What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?*

The app I have designed is a simple weight tracking app with the purpose of allowing users to track their weight, input weight goals and daily weight, and visualize their progress over the course of time. As such, the details of the description would contain the above information, as well as information regarding options of sharing one’s progress with a motivating tag like the following: “With the help of WeightOff, you can track your weight with ease! WeightOff allows you to see your progress in real time through the built-in graphs, daily goal reminders, and easy-to use UI. WeightOff helps you keep the weight off!” The icon that best represents my app would be a traditional kettle bell, tilted sideways to represent keeping the weight off.

1. *Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.*

My app runs on Android SDK 14, which runs on API level 34. This means that any modern android that can be updated to Android 14 will work. Because the App is basic, it could be adapted to older or newer versions of the SDK with relative ease.

1. *What permissions will your app ask for? Be sure these are only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?*

The app will request access to SEND\_SMS, READ\_PHONE\_STATE, READ\_PHONE\_NUMBERS, and READ\_SMS, so that the app can send SMS notifications to the user. None of these are required for the app to function as intended and are purely optional for if the user wants to receive notifications regarding their goal.

1. *What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.*

While this app could be monetized with either of these methods, I do not intend to monetize the app. If I were going to monetize the app, I would allow ads to play in unobtrusive portions of the screen, as ads that pop up in the middle of the screen can become frustrating for users and impact the UI of the app. I included large empty portions of space for the purpose of potentially monetizing the app in the future without the ads becoming intrusive.