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CS-360

**Weight Loss Tracker Application Launch Plan**

As we near completion of the Weight Tracker Application's development, we are keen to create a solid launch strategy. This all-inclusive strategy will cover several facets of the app launch, assuring a seamless launch, user pleasure, and long-term viability.

**App Description and Icon**

**App Description:**

* Our app's description will be meticulously crafted to showcase its core functionalities:
  + Weight tracking and management.
  + Goal setting and achievement.
  + Intuitive user interface for effortless data input.
  + SMS notifications for progress updates.
  + Day and night mode for user convenience.
* We will underline the user-friendly nature of the app, its commitment to user privacy, and its potential to aid users in reaching their fitness objectives.

**App Icon:**

* The app's icon will be carefully designed to be both memorable and representative of its purpose.
* It will incorporate a subtle but distinct weight-related graphic, encapsulated within a modern and visually appealing design.
* We will select colors that align with the app's overall theme, fostering recognition and trust among potential users.

**Android Version Compatibility**

* We are committed to making the Weight Tracker Application accessible to the broadest possible audience. As such, we will ensure compatibility with Android versions from 5.0 (Lollipop) to the latest release.
* Continuous updates will be a part of our strategy to adapt to evolving Android components and requirements, keeping our app up to date with the latest trends and technologies.

**Permissions**

Our app will request permissions judiciously, only when necessary for core functionality:

1. **SMS Permission:** We will seek SMS permission to deliver progress notifications to users, a defining feature of our app. This permission will be clearly explained within the app's description and requested at an appropriate user interaction point.
2. **Internet Permission:** Essential for syncing user data with our server, enabling cross-device access to data. We will handle this data with the utmost security and transparency.
3. **Storage Permission:** Necessary for storing user preferences and weight data on the device securely.
4. **Camera Permission (Future Consideration):** In the future, we may require camera permission to allow users to attach images to their progress updates, enriching their tracking experience. Any request for this permission will be explicit and contextually relevant.

Our commitment to user privacy is unwavering, and we will never seek superfluous permissions or misuse user data.

**Monetization Strategy**

We recognize the significance of app monetization for sustainability and are implementing multiple revenue streams:

1. **Free Version with Ads:** We'll provide a free version of the app that will be financed by unobtrusive banner ads. To avoid interfering with the user experience, these advertisements will be carefully positioned and properly marked.
2. **Premium Subscription:** Users can choose a premium subscription to get extra services like ad elimination, sophisticated data analytics, and tailored exercise advice. The cost of the subscription will be reasonable.
3. **In-App Purchases:** For certain features or content, users will have the option to make one-time in-app purchases. For instance, in addition to the free allotment, they can purchase additional SMS notification credits.
4. **Affiliate Partnerships:** Investigating collaborations with companies that offer fitness-related items or services to market them inside our app and earn money through affiliate marketing.

**Marketing and Launch Timeline**

* A successful app launch depends on efficient marketing. Two weeks before the app is released, marketing campaigns will start.
  + Social media sites, forums for fitness enthusiasts, email newsletters, and partnerships with fitness influencers will all be included in the marketing channels.
  + Prior to the official release, a soft launch will be conducted to collect user feedback and make any necessary adjustments.
  + A committed support staff will be on hand to rapidly respond to user questions and concerns.
  + Regular content updates, fitness competitions, and recognition of user accomplishments will all help to maintain ongoing user involvement.

Finally, our strategy for the app launch is designed to guarantee a smooth and successful entry into the app market. We want to develop a sustainable, user-centric fitness application that caters to the many needs of our user base by putting a premium on user privacy, wide compatibility, and a varied revenue strategy.