David Herrera

Professor Rosado

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Project 3

1. App Description and Icon

The Weight Tracking App is to be launched on the play store. Additionally, the launch of the app is to have an ad campaign to spread knowledge of this app to a wide audience. In our app’s description we will inform users of the app’s purpose of tracking weight and setting goals. Along with this the description will have screenshots from within the app to allow users to get an understanding of the app’s UI and user-friendly set up. The app will have a simple app icon that will feature a line chart. The icon will use the same colors as the application theme colors.

1. Android Versions Compatibility

The application was built and developed in the Android API 34, also known as Android 14 OS. This allows the application to be compatible with most mobile devices running this version of Android OS. Most devices with Android 14 OS should be able to download and run this application. Another thing to consider is the fact that the application is built with simple elements and features meaning it should be able to run on newer versions of Android OS and even some older versions.

1. Permissions for application

Since the application must be able to send the user a notification to let them know that they have an upcoming “weigh in” the application requires SMS SEND permission. The application will allow the user to click a button that can be found in the menu at the top right corner of the application called “SMS permissions” when in this screen the user can then select the “Request SMS permissions” button to request the OS to allow the application to send SMS.

1. Monetization of application

When it comes to monetization of this application it would be best to release this application as a free app. Mainly due to the abundance of free weight tracking apps, this being the first phase. The second phase should include allowing implementation of new features such as an in-app community feature where users can compare and challenge each other, this being something based on a subscription model. Along with this new feature, implementing ads into the second phase would allow the application to bring in additional money, ads should be mostly health and fitness based. In a possible third phase, introducing an ad free subscription plan would allow the application to bring in more money while implementing new exclusive features.