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# Weight Track Launch Plan

Weight Track is a very simple application that helps the user track their weight loos or gains over time by entering daily weights. The user sets a weight goal for themselves, and then records their weight each day to watch their progress over time. When the user reaches their goal, they will be texted a congratulatory message. The app keeps all the information separate by having a database of accounts and uses the ids of those accounts to fetch weight data from a separate database. Using what’s typically referred to as the CRUD model or Create Read Update and Delete to break apart the acronym, the user can manipulate their personal database of weight entries however they see fit to help them with their weight loss journey.

The app’s description would be a summary like the above, as the app is rather simple and could be summarized without making the description too wordy. Our color palette has a lot of greens, and the app is supposed to have a friendly and cool atmosphere. Green is a color of growth, and it’s supposed to represent the growth the user is going on through their weight loss journey. The app’s icon would have a similar color palette but have something eye-catching that also conveys the idea of losing weight. Maybe a scale, with the little pointy needle and notches for weight? I also thought about using a train as a kind of logo, since the app is named Weight Track. It makes a cute double entendre, plus trains represent forward movement and progress, just like a weight loss journey. The train could then be incorporated into more of the branding then just a logo. Encouraging messages like “Keep chugging along” to the users, train tracks and box cars throughout the UI, all of it together could make a memorable experience for the user despite the simple code functionality!

The version used for Weight Track is Snow Cone, or rather Android 12. Due to the low complexity of the app and relatively low requirements and permissions, the app should work on many versions of Android including older ones. So long as the functionalities of the app are intact, such as sending text messages, structures for UI elements and their themes, and SQLite database support, then the application should be able to run. For instance, Android 13 requires that the app asks permission to send messages before it sends anything, which our app already asks for before account notification settings will be turned on.

Speaking of the app’s simplicity, not a lot of permissions need to be granted to the app for it to work. There are only three needed permissions: reading and sending SMS, and reading phone numbers. Reading and sending SMS messages is required for the congratulatory message to be sent when the user reaches their weight goal. The phone number one is required for getting the phone number to text that notification too. Besides that, there are currently no other needed permissions and there really isn’t any need to add any more.

Monetization is always a difficult subject to tackle because improper monetization can cripple an app. Little or no monetization, and the app will be a market failure and inevitably taken down. Too much monetization or intrusive monetization methods can lead to the users abandoning the app, which will inevitably lead to failure. Weight Track is an independent app not connected to any bigger company or IP, so it’d have to do some advertisements to make money. I think doing banner adds on the top of the page would fit the current UI well and putting a transitional add between login and the main screen seems fine as well. Anything more and the ads would be too intrusive to the usage of the app. Charging money for purchasing the app is also out of the question, as the app’s usage is so simple in concept that nobody would pay for it, even if it was beautiful and perfectly executed.