Project Three App Launch Plan

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Completing a launch for an application like the Weight Tracker app I’ve created would be a relatively straight forward task in my opinion. The function is simple but comprehensive and the foundation is there for additional functionality and monetization options.

**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?**

For an application of this caliber, A simple description of the functionality and the permissions required would suffice. “Weight tracker is a lightweight weight tracking application that allows for easy daily tracking of your weight, and you can get text messages that give encouragement as you near your goal!”. Personally, I find more short and concise descriptions of applications to be more authentic.

I would also use an icon of a weight scale for this application. It’s simple but effectively carries the message that this application is for tracking weight. An icon of a human with a measuring tape around their stomach could also be another consideration, but that kind of imagery, to me, feels more inline with an application dedicated to helping someone slim down more directly, instead of just tracking weight.

**Which versions of Android will your app run on? Have you included the most current version? Note that each version of Android introduces new components that add consideration and challenges in the development.**

My application targets Android api version 36 with a minimum of version 32. While my application targets the latest version, a majority of the android devices running right now can install and use my application. Api version 36 is currently the latest version, but also does not have a large market share compared to earlier versions of Android (Eugene, 2025), so allowing for an earlier version of android with a larger potential userbase makes sense when I don’t need anything that requires a later version of Android.

**What permissions will your app ask for? Be sure to only request 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 only permission that my application requires is sending SMS text messages. Since I only require this one permission, I have no reason to ask for any other permissions.

**What is your plan to make money from the app? Consider whether your app will include ads and require a one-time payment or neither.**

There are merits to both advertising and one-time payments. For a consumer, a one-time payment is superior. Being blasted with ads every time you use the application is disruptive and annoying. On the other hand, an advertising-based plan would potentially make more money in the long run. There are tradeoffs for both, but due to my dislike of advertising, I would personally go for a one-time payment of either one dollar or two dollars. This is a sweet spot where a customer would not mind paying for an app, especially one as simple as this. Requiring a payment before using the application can be risky though, since if they dislike the app, they’ll have to go through either Apple or Google to get a refund on the application. Having a hybrid model where a free user can download and use the app with advertisements but having the option to pay one or two dollars to remove ads has the best of both worlds. This allows a user to try out the app and later on decide if they want to commit the dollar or two to keep using the app without disruptions.

# Works Cited

Eugene. (2025). *Android API Levels*. Retrieved from apilevels: https://apilevels.com/