**The Weight Tracker App Launch Plan**

* + **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 Weight Tracker app description will read, “The Weight Tracker application hosts a simple design and easy-to-understand interface that allows you to track your weight across time and hit your weight goals. Key app features include a daily weight table, the ability to add, delete, and modify entries, and text message notifications when you reach your weight milestones.”

The app icon will be the Weight Tracker logo, which is the silhouette of a person doing a yoga pose that has pictures of food within that silhouette. This imagery depicts a state of motion, balance and healthy food, all of which are key elements to a healthy lifestyle and bodyweight.

**Which version(s) of Android will your app successfully run on? Have you included the most current version?**

The Weight Tracker app has been developed using the Android version 9.0, meaning that it is compatible with 84.1% of devices. According to Google Plays target API level requirements, beginning August 31, 2023, new apps must target for Android version 13.0 (Android Developers, n.d.), unless they are private apps. This announcement and target have been set to account for security and performance updates.

* + **What permissions will your app ask for?**

Currently, the app requests permission to send the user a text message, if they opt-in to the program. The functionality and decision are displayed and executed on the SMS request layout (screen). The user enters their phone number and selects ‘Submit’.

* + **What is your plan for monetization of the app?**

The app will include advertisements in the margins of the app screens and app features behind the pay wall include unlimited weight entries, unlimited weight goals, access to new app features (as they roll out) and more. The app payment options will be based upon timeframes. Such timeframes include 1 month @ $4.99, 3 months @ $12.99, 6 months @ $24.99 and 12 months for $44.99. If the users decide to utilize the free features, they include 30 weight entries and 2 weight goals.

**References**

Meet Google Play's target API level requirement. (n.d.). *Android Developers*. https://developer.android.com/google/play/requirements/target-sdk