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App Launch Plan

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**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 the Weight Scale App, we have multiple screens that the user will be able to interact

with. The app will be described as healthy weight tracking app that will aid the user in creating a

healthy weight tracking plan to achieve lifestyle goals. As of right now the app will be

represented by a scale and a weight as the icon (logo) for the app, once it is made available on

the app store.

**Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.**

This app will run on all the Android Versions available, including the current version. It

is most important that it is running on the latest version of Android, so that it will receive all the

app updates in real-time.

**What permissions will your app ask for? Be sure these are only 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 app will ask the user to use SMS messaging to send notifications of weight progress.

The user can request to opt in or deny the permissions for SMS messaging. There isn’t any phone

recording audio for the app so that permission will not be needed.

**What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.**

The first way that the app will be monetized is by adding the users into a weekly email

list by the system that will send out email notifications. In the start of the app, we will give the

users a free 7 day (1 week) free trial with access to all the app’s features. However, after the

week is up the user will then have to pay either weekly, monthly, or yearly, to have access to all

the functions in the app. The Weight Tracker App will be monetized by providing ads for

restaurants around the area based on what goal plan the use will use. In addition, the Premium

features that will be included in the app will provide funds for the developers. The app will come

with the choice of a premium account that will give the benefits of creating a specified meal plan

that will aid the user in reaching their personal weight goals. The app will consist of in-app

workout tool purchases that can be shipped to the user via the company’s online store, that will

be full of workout merchandise tailored based upon the user’s bodily focus points. For example,

the site will have waist trainers, to help the women get a flatter stomach.