**App Launch Plan: Weight Tracker App – “Revolv360”**

Now that I’ve completed building my weight tracking application, Revolv360, I’ve developed a launch strategy that outlines everything needed to bring the app to market. While I’m not officially launching the app at this time, this plan prepares me for a future release and gives me an opportunity to reflect on professional best practices.

The app’s description in the Google Play Store will focus on the app’s purpose and ease of use. Revolv360 is designed to help users stay consistent and motivated on their health and wellness journey by allowing them to track their daily weight, set a personal goal, and visualize progress with a clean and simple layout. Some of the key features include the ability to add, delete, and view daily weight entries, set a personal goal weight, and display progress in a grid-based layout. It’s targeted toward health-conscious individuals, dieters, fitness enthusiasts, or anyone looking for a simple and effective way to monitor their weight.

For the app icon, I envision a circular logo that represents the “360” aspect of the app’s name. The design will feature a gradient progress bar surrounding a scale symbol in the center, using a green and white color scheme to convey health, balance, and simplicity.

To ensure that Revolv360 works on a wide range of devices, I’ve configured it to support a broad range of Android versions. The minimum SDK version is set to 21, which supports Android 5.0 and ensures older devices can still run the app. The target SDK version is 34, which supports the latest Android 14 features, and the compile SDK version is also set to 34. This combination allows the app to function properly on modern phones while remaining backward compatible.

In terms of permissions, the app does not access sensitive hardware components such as the camera or microphone. The only permission it may request is to send SMS messages, which is used for the optional motivational notification feature. This permission is not required for the app to function, and it is only requested if the user wants to receive motivational messages via text.

At launch, the app will be completely free and ad-free to encourage and provide a clean user experience. As the user base grows, I plan to implement a upgraded model. The free version will continue to offer all core functionality, while a premium upgrade could introduce features like charts and graphs, reminders, CSV data export, and cloud syncing. If the app scales, I may also consider adding non-intrusive banner ads, but only if it doesn’t negatively impact the user experience. There will be no upfront cost or login required in order to reduce barriers for new users and keep the experience simple.

In summary, this launch plan positions Revolv360 for future success in the Android market. I’ve considered app store presentation, compatibility, privacy, and monetization. Through this project, I’ve developed not only a functional mobile application, but also the professional skills needed to bring it to market. I look forward to continuing to improve the app and possibly launching it officially in the future.