Project Two Launch Plan (Weight Management)

For my application, there are many different icon choices. I would like to use something related to fitness such as a stylized scale, stylized dumbbell, a person’s waist with a tape measure around it, or any type of imagery that would promote weight management. This would make the app easily recognizable in the app store and would provide users with the application’s use at a quick glance. For my description, short and sweet but with enough info to accurately detail what the app accomplishes would suffice. A placeholder description could be something such as “Stay on track towards your weight loss goals. Our application allows for users to record their weight loss goals, view their progress over time, set goal weights, all within a lightweight and easy to use application!”.

As far as compatibility is concerned, targeting lower levels of Android such as Android 13 Tiramisu would allow for users with older devices to still be able to utilize the app. This lowest version target was chosen with Google guidelines noting that this will be the lowest target version for submitting to the app store starting on August 31, 203. The goal of the application is to run on as many devices as possible to reach the widest audience. Since this app does not require any cutting-edge features, this version of android and higher would cover a significant portion of the Android market. The app would still need to be tested on these older versions as well as any new versions to confirm that compatibility between all the different versions still exists. This compatibility testing would be performed during development to ensure that the app has a successful and smooth launch window.

This simple app does not require many permissions since a weight management app will rely purely on what the user decides to enter. The only two permissions that I can think of is the ability to push users a SMS notification if their goal weight is achieved as well as an internet connection if the application is ad-supported for revenue. The SMS notifications will also have a toggle, allowing the users to disable the feature all together without losing any of the application’s functionality. No other features of the app require permissions such as recording audio or location data as the app does not utilize this type of functionality.

The application could be monetized in a few different ways. The first would be a free model that is ad-supported. This approach will gather the biggest audience of first-time users by allowing anyone to install and use the app without any money upfront and the app would be supported by banner ads within the application. These ads would have to be placed in a way that does not hinder functionality within the application. There are downsides to this approach though. Users could see the ads and get frustrated since seeing ads anywhere can be quite annoying. The second way could be a purchase upfront model. Users could pay a small fee (99 cents to $2.99) depending on the development time of the application to support the development process. This is a tough one because users would need to pay upfront without ever experiencing the app to understand if it is a good fit for them. I believe the free model with ads is the best approach as it gets the app into more people’s hands while still making money. Another option to add to this model could be a paid “unlock” that removes ads while also providing additional features such as work out plans to aid users or food tracking for users to be able to visualize their daily caloric intake.

There are many other steps, of course, to launching an app on the app store. Extensive compatibility testing is crucial to ensure that the app functions as desired across as many devices as possible. The app should be polished and bug free, so users continue to use the app without abandoning it for an app of similar functionality. The UI should be easy to navigate and follow a design pattern that is easy on the eyes, promotes great readability, and allows the user to differentiate between UI elements at a glance. New features should also be a priority for users to feel as if they received their values worth from the product. All of these steps come together to help a new application launch smoothly and to great success if great care is taken during all of these steps.