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Module 7-2 Project Three: App Launch Plan

(Option 3: Weight Tracking App-TrackFit)

CS360 Mobile Architecture & Programming

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For me to launch the TrackFit application, it will require me to apply a strategic approach so that my app is fully prepared to enter the market successfully. My primary objective for TrackFit is to provide users with an efficient easy to use tool for tracking their daily weight, setting personalized goal weights, and monitoring their progress over time. The app’s description in the app store will also highlight its functionalities and the benefits of using TrackFit as part of a healthy lifestyle. To appeal to a broad audience, I will design the description to accommodate individuals at various stages of their fitness journey, from beginners to experienced users.

The visual identity of TrackFit I feel is incredibly important in attracting potential users. My app icon will be clean and simplistic, featuring a custom designed digital scale with an integrated progress bar, which visually represents the tracking and progress capabilities within the TrackFit app. For the color scheme I will use a soft modern touch, with shades of dark grey, white, and blue. My app icon design will be recognizable so users can quickly identify the app on their device.

To maximize the app’s expansion, TrackFit will support Android versions from Android 5.0 (Lollipop) to the most current version available at the time of launch. Making sure older versions of Android can utilize the app allows it to remain accessible to users with a wide range of devices, including those using older Android versions. I optimized TrackFit specifically for Android 12 and newer versions, taking advantage of the latest user interface (UI) and user experience (UX) enhancements, security features, and performance improvements introduced in these versions.

An essential aspect of app development is being able to manage the permissions requested by the app. TrackFit follows the principle of minimal permissions, requesting only those that are necessary for its functionality. The manifest file includes permissions for posting notifications and sending SMS messages, both of which are key to the app’s operation. Notifications are used to alert users when they reach their set goal weight. The SMS permission allows the app to send a congratulatory message to users when they achieve their goals, which gives the user a sense of motivational accomplishment once they reach their weight goals.

My monetization strategy for TrackFit will be based on a freemium model, which has proven effective for many fitness and lifestyle apps. In the freemium model, the core functionality of TrackFit such as daily weight tracking, goal setting, and basic progress monitoring, will be available to all users at no cost. This approach lowers the barrier to entry and encourages widespread adoption of the app (Kumar, 2023). To generate revenue, TrackFit will offer additional premium features through in-app purchases. These features will include personalized goal-settings and preset theme customizations. To advance it even further we can also offer advanced analytics and insights, and allow integration with wearable fitness devices.

For advertising TrackFit will follow a user-centric approach. Ads will be limited to placements that do not get in the way of the user data and disrupt the overall user experience. For instance, ads may appear during app load times but will never interfere with the primary functions of weight tracking and progress monitoring. This strategy helps to preserve a positive user experience while still providing a revenue stream.

The launch plan will include pre-launch activities such as beta testing and user feedback collection. Before the official launch, TrackFit will be distributed to a select group of beta testers who represent the target audience. This group will provide valuable feedback on the app’s functionality, user interface, and overall experience. Any necessary adjustments or bug fixes identified during this phase will be addressed before the final release. We could also do a pre-launch marketing campaign to generate interest and anticipation for the app. This campaign will include social media promotions, email newsletters, and collaborations with fitness influencers who align with the app’s target demographic.

During the Post launch TrackFit will continue to evolve based on user feedback and market trends. Regular updates will be released to introduce new app features, improve existing functionality, and ensure compatibility with new Android versions as they are released. User engagement will be maintained through ongoing communication, including in-app messages, push notifications, and social media updates that highlight new features and encourage continued use of the app. This will allow the application to improve and adapt to all types of users, making it well suited to be on anyone’s home screen who desires to monitor their weight goals efficiently.

**References**

1. Google. (2024). *Android Developers: App permissions best practices*. Retrieved from <https://developer.android.com/training/permissions/best-practices>
2. Kumar, A. (2023). *Freemium apps: Strategies for user engagement and monetization*. Journal of Mobile App Development, Retrieved from https://doi.org/10.1016/j.jmad.2023.03.002