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Launch PLAN

The Weight Tracking App is a user-friendly mobile application designed to help individuals track their daily weight, set personalized goals, and receive motivational SMS notifications when they achieve those goals. The purpose of the app is to make weight monitoring simple and accessible for users who want to maintain or improve their health without the need for complicated features or third-party integrations. The app’s intuitive layout allows users to log their weight each day, view progress in a scrollable list, and edit or update their goal weight whenever needed. All data is stored locally using SQLite to ensure that user information is persistent across sessions, even when the app is closed.

The application’s description in the Google Play Store will highlight its simplicity and usefulness. It will focus on core features such as weight logging, goal setting, SMS goal notifications, and local data storage. A sample description might read: “Track your weight daily, set a personal goal, and get notified when you achieve it. This simple, clean, and effective weight tracker helps you stay motivated on your health journey no clutter, just results.” The app icon will be modern and minimalist, most likely featuring a symbolic scale or checkmark integrated with a weight bar. This icon will be designed using health-conscious colors such as soft blues, greens, or whites to appeal to users seeking wellness-oriented tools.

The Weight Tracking App is developed to run on a wide range of Android devices. It supports devices running Android 5.0 (Lollipop, API level 21) and up, ensuring accessibility to most Android users. The target SDK version is currently set to API level 34, which aligns with the most recent Android platform release. This ensures compatibility with the latest features, while the minimum SDK maintains broad device support. Special consideration has been given to runtime permission handling, which was introduced in Android 6.0 (API level 23), to ensure that the app requests permissions appropriately and transparently.

In terms of permissions, the app is deliberately minimal. It only requests the SEND\_SMS permission, which is necessary for sending a congratulatory message when the user reaches their goal weight. This is the sole permission requested because the app does not require access to location, contacts, camera, or microphone. The manifest also declares a hardware feature requirement for telephony to ensure the app only installs on devices that can send SMS. Furthermore, the app explicitly checks and requests permission at runtime, and it gracefully handles the scenario where the user denies the request by continuing to function normally without SMS notifications.

At launch, the Weight Tracking App will be completely free to download and use. It will not include any ads or in-app purchases, which removes barriers to entry and helps build a user base quickly. The goal of this initial launch strategy is to prioritize user satisfaction and gather feedback. However, there are long-term monetization options available. One potential approach is to introduce a premium version of the app that includes additional features such as data export, goal history tracking, and advanced analytics. Another approach could be to integrate lightweight banner advertisements into a free version while offering a paid upgrade to remove them. Yet another strategy could involve in-app purchases for visualizations like charts or the ability to sync with cloud storage. These monetization paths would be explored only after establishing a stable and well-reviewed core product.

In preparation for launch, all key components of the application have been tested in the Android Emulator and validated on target API levels. Runtime permission handling has been implemented for SMS functionality, and the database structure allows for persistent storage of both weight logs and the user’s goal. The user interface is clean and responsive, with a focus on accessibility and usability. All functions login, registration, weight logging, goal setting, and SMS notification have been tested for reliability and resilience. No unnecessary permissions are requested, and no third-party trackers or analytics tools are embedded in the app, which ensures privacy and builds user trust.

In conclusion, the Weight Tracking App is ready for launch. It meets Android development standards, adheres to best practices for permissions and compatibility, and offers meaningful functionality to users in a clean and privacy-respecting format. While the app is not being launched on the Play Store yet, this launch plan outlines all the necessary steps to make it market ready. This application is not only a strong portfolio piece but also a valuable tool for users who are focused on reaching their health goals in a simple, effective way.