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7-1 Project weight tracking application

App Launch Plan

With the application there would be several rounds of testing and ensuring that even the edge cases can be resolved. I would have to go through each interactive data point to ensure functionality. Once the applications deem itself ready for production, I would do a deep dive into the database and security of it. This is an important aspect as we will be dealing with user data and injection attacks are oh so common. Once the security side of things have been developed out and tested, we can move onto high level view of the next steps of application launch.

This would be user feedback, once we have a working version, we can petition for user test cases and get feed back on what needs to be changed and what feels good about the application. We can adjust based off responses and then move back to a testing phase if any major changes took place. Once most specifications have been met, we can move forward with bigger ideas for the application. We are talking about monetization and upgrade paths. The future of the application and what changes will be added to other iterations.

The major keys to review would be we hitting the requirements and the whys of our application. We need to ensure that satisfaction and desire are present for the application or else we will be releasing to a dead market. If we need to iterate of testing phase and requirements phase a few times so, be it, if we are releasing a safe and quality product. For marketing we can focus on those who are health conscious as this is a big market and ensure we are hitting positive notes. Setting goals and making the application somewhat gamified would help to lean into user screentime. The main goal is to have a consistent use time and bank on ads that can be targeted to our audience.