Deployment plan (500-700 words - 5%)

What are the steps required to deploy your project?

* Test Application: It is needless to mention how crucial testing our application is. No matter how many incredible features you have packed into your app, if it does not perform up to the expectations of the user, it will be ditched like a hot potato. In which case, it is imperative for us to painstakingly test your app as many times as possible and be 100 percent certain that it is going to perform remarkably, before we look ahead to upload apps on Play store.
* Concise App Size: In terms of applications, the size of the app matters a lot. Users do not feel inclined to download an app that takes too much space in their device storage. Moreover, Google only permits the app size to up to 50MB.
* Get App Licensed: Though this is an optional choice, it wouldn’t hurt us to get our app licensed before we upload our app to Google Play Store. Licensing our application will prove most beneficial for us. By adding the End User License Agreement, we will gain full control over our application which may help in the future, should any discrepancies arise.
* Prepare App Store Listing: App listing is a powerful element that helps our application in gaining downloads. Not everyone devotes their time on app listing but if we do this before android app submission, we will definitely see some good results.

In the app listing, we provide some information to users about what type of application it is and what are its features. One of the best practices of app listing is using high-quality screenshots. Play Store requirements allow developers to use a maximum of 8 images and a minimum of 2.

Who is the potential market?

The overall wellness market was valued at $4.2 trillion during 2017. It is believed that since then, the number has continued to increase, given that more and more people showcase an active interest in their overall health and wellness. This is a very positive trend that is sure to have great and lasting effects in the long run. Worldwide, the health and wellness industry generates 5.3% of global economic output. There’s no denying its magnitude. People throughout the world are eager to spend a good portion of money in self-care investments like these. Analysis indicates that this trend will continue, as more and more people decide that health and wellness come first. This stat also explains the rising popularity of numerous wellness-related products and services.

What will it cost to deploy it?

* In order to upload a mobile app to Google Play Store, a developer dashboard is imperative. Developer console is kind of a backend controlling center, from where developers submit an app to Play Store. There is a one-time fee of $25 by which a developer can open an account, loaded with functions and control features. After paying this one-time fee, you can upload apps to Google Play Store for free.
* To publish our app on the Apple App Store, Apple App Store Fee for the users an amount of $99 on an annual basis as a cost to publish apps.
* App Store Optimization ensures that an app will draw the attention of its potential users by tuning title, keywords, description, icon, screenshots, etc. of the mobile app and motivate them to download the app and actually use it afterward. On average, the monthly cost of the ASO tool varies from $25 to $1,500, depending on the volume of keywords analyzed and certain features.