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4/20/2025 7-2 Project Three: Weight Tracker App Launch Plan

**App Description**

D’s Weight Tracker was designed to help users stay on top of their weight loss journey. Setting a goal, logging your daily weight, and tracking progress over time. Whether aiming to lose or maintain weight, D’s Weight Tracker is an intuitive app to help keep your data organized.

Key Features of the app:

* **Setting Goal Weight:** Easily set a goal weight to strive toward
* **Track Daily Weights:** Log your weight easily, and monitor your progress daily
* **View Progress:** View the weight logs over time to stay on track
* **SMS Notifications:** Get notified upon reaching your goal via SMS (requires permission)
* **Simple & User-Friendly:** Easy to use and navigate for all ages

Download now and get started on achieving your goal!

**App Icon**

A good icon for the map should be simple, easy to recognize, and reflect on the data the app deals with, weight tracking and health. I imagine something simple like a balancing scale, with the D being outweighed by a heart. This incorporates the name scheme, the concept of measuring weights, and the heart, a universal sign for health.

**App Compatibility**

The app should target a wide audience, so it’s important to have it work with as many devices as possible while supporting modern features. The minimum version should be Android 5.0 or 6.0, which would make it compatible with a wide array of devices while supporting modern app functionalities. The target version should be the most recent version, to incorporate the best features and security available. Maintaining compatibility with the latest version is imperative.

**App Permissions**

D’s Weight Tracker only asks for permissions it may need to function. These permissions include:

* **SEND\_SMS:** Sends an SMS when user reaches goal weight
* **RECEIVE\_SMS:** Receive SMS messages in future updates (reminders, 2FA, etc)
* **READ\_SMS:** Required to read inbound SMS messages
* **READ\_PHONE\_STATE:** Necessary to check phone’s state when interacting with SMS
* **POST\_NOTIFICATIONS:** For opt-in push notifications when reaching goal weight

**App Monetization**

Some good strategies for monetization could include non-intrusive banner ads – they would be relatively easy to implement and have no upfront user cost. This could be coupled with a subscription service to remove ads for a limited time ($3-5/month). In future updates, when the app is polished enough and has all its features, I could even charge a one-time purchase for the download and do away with advertisements altogether. The premium subscription service could also entail unlockable features, but I don’t personally agree with this strategy – I would simply find a different app.