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**7-2 Project Three - App Launch Plan**

**Weight Tracking App**

Now that the app is fully functional my next step would be preparing it for launch. Even though I'm not actually putting it in the app store right now this plan will outline everything needed to get it ready if I ever decide to.

**App Description and Icon**

The app is a Weight Tracking App that helps users log their weight, set a goal and get notified when they reach it. It has a simple interface for adding weight entries, tracking progress and receiving SMS alerts. The description will explain how to use it and its features like the ability to update goals and the SMS notification feature.

For the icon I think something clean and simple would work best. Probably an image of a weighing scale or a progress arrow to represent weight tracking would be the best choice.

**Android Versions**

The app is built to support Android API 26 (Oreo) and above which covers most modern Android devices. Since newer Android versions introduce changes to security and permissions, I made sure to use only necessary permissions and handle things like SMS access correctly.

**Permissions**

My Weight Tracking app requests SMS permission (SEND\_SMS). This permission is needed for goal weight notifications via text messages. Users are asked for permission, and the app still works fine even if they deny it. No unnecessary permissions are being asked for so everything the app requests is actually required for it to function.

**Monetization Plan**

For now, the app is just a functional weight-tracking tool with no monetization. If I ever decided to make money from it I could try out a few different ways. I could use a ad based model and integrate Google AdMob and place small ads at the bottom of the screen (not pop-ups, because that's annoying). I could also offer a one-time purchase. I could charge a small fee to download the app which could work if I add more advanced features like charts or data export. For now since it so simple I’d probably launch it for free just to get users and maybe think about monetization later if it gained traction.