Project 3: App Launch Plan

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# App Launch Plan

When launching a new app, a lot comes into play. The market must be open to the type of app, you need features competitive with other like apps, you also need something to set you apart. To accomplish this, market research must be completed. I researched 2 similar apps, ‘WeightFit: Weight Loss Tracker’ and Simple Weight Loss Tracker’.

‘WeightFit: Weight Loss Tracker’. This app is a little more in depth than the other one I reviewed. This one has an integrated BMI calculator, has various charts and visualizations to provide insight on how to reach your goals. There is a page that allows you to check your stats such as, average weight, BMI, difference to starting weight etc. This app also allows you to Sync your stats with your Google Fit account.

is ‘Simple Weight Tracker’. This app uses a weight loss calendar with a plat graph to track and record your body weight. This app also sends push notifications to your phone to remind you to check your weight. It has a simple ‘Add a record’ screen that allows you to input your weight as well as the date.

An issue I found with both apps, neither allows for multiple users on one device. They also do not have any protection on the user’s data. Another major flaw, they target a single audience, those wanting to lose weight. There are many other people out there with weight management needs.

To bring attention to this app, and make it stand out in the crowd, a great description is needed. This description will play up to the app’s strengths. It will need to highlight the differences, talk about the data protection included the ability to have multiple users, and SMS as well as push notifications. Another key is to have an image that grabs the attention of potential users.

While a lot of developers choose to use graphs, or basic scales for their images, I chose something a little more eye catching. The image I chose is that of a vintage weight scale. The look is classic and stands the test of time.

A close-up of a silver pedestal

Description automatically generated

The use of the latest version of Android API would be a great choice. The features, security, and techniques it now employs were not available prior. The drawback is if using API features that were not available previously, it may stop potential users from using this app. Below in (Composables, 2024) you will find the latest data from Google dev channels of the API distribution worldwide.

A screenshot of a graph

Description automatically generated

Figure API Distribution

Reviewing this chart, the target should be the use of 29 or later, that would cover 81.2% of the market. If decided could go back to 28, and up the number to 89.6% of the worldwide handheld market. While using just release 34 would limit to 13%.

It is also important to decide which OS features and permissions to use. To get the most features, you’d need to also use the most permissions. This may be a limiting factor for some users as they do not want to give an app excessive permissions on their device. The current iteration of this app only requires the use of text. Most users will not have an issue with this as it is obvious the data being sent.

With this app being so simple, the wish to generate any sort of revenue is also limited. There is space available to add adds and not interfere with the user interface, so that is an option. Another option would be several logins, and an ad is presented. Sy every 10th log in a 30 second add rolls. Yet another option would be the use of ‘freemium’ services. An added charge for notifications, or to unlock multiple users, or have multiple goals going at one time. An approach that I have witnessed and may also work in this case, adds embedded in the app, with a pay to remove option. The ads could be targets based on how the user set their goals. Weight loss adds for those who set that as a goal, or workout adds for those trying to get in shape and gain weight.

# Bibliography

Composables. (2024, August 18). *Composables*. Retrieved from https://www.composables.com/tools/distribution-chart