CS-360-T5539 Mobile Architect & Programming 23EW5

2-3 Milestone: Goals and Users

Jacob Simmons, 14 May 2023

**Mobile App Goals**

The app chosen for my project will be the Weight Tracking Application. The purpose of the app is to record the daily weight inputs from the user and then track them toward the predetermined weight goal. The app also has individual profiles with username and password authentication. The app will have a screen for user profile settings, data input, and then a graphical screen to show how the weight is trending overtime toward the defined goal.

**Competitive Mobile Apps**

MyFitnessPal is a similar application, as it tracks the daily weight input from the user, however this app is much more extensive as it has ways to track daily caloric input, scanning barcodes to search a large database of food with nutritional values, and also provides food recipes. This app is a more wholistic app for weight loss and overall health. According to MyFitnessPal | MyFitnessPal. (2023), " MyFitnessPal is one of the best weight loss apps and fitness apps, helping nearly 1 million members reach their nutrition and fitness goals every year. . . It’s not just a free calorie counter app — it’s also the best calorie counter app for people who are looking to take back control of their health and fitness."

Noom is another similar application, as it tracks daily weight input from the user. This app focuses on visual bar graphs to track the users habits to ensure positive habits are established for weight loss results. It also records macros (protein, carbohydrates, and fat) and tracks these on a daily basis. This application also focuses on a wholistic health and weight portfolio for the end user.

**Potential Users**

Based on the above competitive observations, it is target audience is looking for an application with an overall and wholistic view of health. They are looking at the key inputs that contribute to a weight loss. However, the purpose of the chosen application is to provide a trend for weight loss tracking. Both apps listed above had bar graphs that should be included in this project to make it a success/right choice.

This application would fit into a users life by being available when the user decides to weigh in and track their weight loss throughout an extended period of time. It is apparent the users are not concerned with weight gain in this above review. The app should be able to be viewed, have data entered, and then view their trends in relation to their goal within a few clicks and in under thirty seconds. This app needs to be responsive and agile to ensure the user wants to focus on their weight loss journey and not the apps functionality (or lack thereof).

**References**

MyFitnessPal | MyFitnessPal. (2023). MyFitnessPal. Retrieved May 6, 2023, from

https://www.myfitnesspal.com/