**7-2 Project 3  
Option 3**

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CS 360: Mobile Architecture and Programming

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**Launch Plan**

**App Description**

WeightTrackr is a Mobile2App application that will soon be available on the Android store. The app helps users set a weight goal and track their progress towards that goal through daily weight entries. The app will help the frontend user to be accountable and more confident in their fitness and lifestyle journey. It will also lessen or eliminate fear of the scale. In essence, WeightTrackr is a tool to aid their health and fitness journey supplemented with diet and exercise. It is important to note that this app is only focused on weight tracking. It is not to be used to diagnose or treat a health problem or disease.

Major functionalities and components of the app include the following:

* Login screen
* Account creation
* Goal weight setting
* Daily weight tracking
* Store and display weight log entries
* Notification to tell frontend user they reached their weight goal

Three potential users are as follows:

1. Achievers: those who want to transform their lifestyle.
2. Bride: those who want to prepare for their wedding day.
3. Competitor: those who want to meet their weigh-in requirements.

**App Icon**



**Supported Android Versions**

WeightTrackr will be optimized for Android 11 (Red Velvet Cake) and above.

**App Permissions**

The app will only require SMS permissions to notify the user on their weight progress via text. Pending review, there may also be permissions to connect to wearables such as smart watches.

**Monetization**

WeightTrackr will follow suit with Duolingo. The app will remain free for all users without requiring a paywall for full utilization. However, those who subscribe can keep a longer history of their weight logs, set multiple weight goals (i.e., on season and off season bodybuilding goals), and see an analysis of their weight progress by factors such as date, season, and time logged. WeightTrackr may also implement wearable technology peripherals and incorporate exercise data into analyses.