7-2 App Launch Plan

A blue scale with feet on it

Description automatically generated When an app is finished, it may be hard to find an audience for it at first. The Android app store has millions of applications already, and to compete, one would have to set itself apart from the rest. The app’s description is the first thing a user looks at when deciding which app is right for them. The “Ken’s Weight Tracker” application has many features that a user will find interesting. It provides a way to effortlessly track one’s weight at the user’s convenience. They can decide to track a day, every other day, or once a week. The app is flexible enough to contour to the user's needs. The application allows one to set a goal to strive towards. The goal is saved so that every time a user inputs a new weight, the app can compare it against the goal so the user can see their progress. With real-time feedback, the user can stay motivated and progress even further. The result can last a lifetime, so long the user keeps up their pace and continues to track their progress. The other object a user looks at when deciding on an app is the icon. I have chosen a colorful weight scale icon to represent my application. The icon is mainly blue and royalty-free, so it is free to use and is perfect for signifying the app's intended use.

When creating the app, I used Google Pixel 3 for my emulator. It is the default emulator and utilizes API 34. The Pixel 3 debuted on October 18th, 2018, and is old for cell phone standards. That means any version older than the Pixel 3 should work without any problems. With every new Android release, there are new components and features that could be utilized. But I want to keep the application simple and to the point. By doing so, it leaves room for future updates that could enhance the application and give the user more options. Having a simple app now allows the developers to smooth out any bugs and make the app more stable. Adding many features in the beginning creates many problems that would need to be solved immediately, or users may give up on the app, delete it, and give it a bad rating. With a bad rating, many future users will most likely opt for another application. When the app was completed, I placed the build APK onto my phone, and it worked perfectly in light mode. In dark mode, the text is surrounded by a white border which makes the log unreadable.

Ken’s Weight Tracker uses an SMS notification feature that will need to be given SMS permissions. It is the only permission that is required to use the app if they want to receive notice of their goal being completed. Users can opt out of the permission and the app will still operate the same, outside of SMS notification. If the user wants the notification, they will need to supply the app with their phone number.

When it comes to monetizing the application, I have chosen to incorporate ads at the bottom of the screen. With such a saturated weight-tracking market, it would be nearly impossible to obtain enough revenue by asking the user for a one-time payment or monthly subscription. Ads work by showing the user an advertisement that gives a small amount of money. The more users I can get to use the app, the more times the ads will be shown, and the more ads shown will give me money. It will incentivize me to create the best product I can so more users give a high app rating, which will move the app higher on the list of weight trackers.

Applications take a long time to develop correctly. Starting with a solid app and improving it will allow me to create something that people will want to use. It may take a long time before those efforts are rewarded. Learning how to develop an application correctly from the start will only help make that time shorter. It will create a stable application that people find useful and want to use. Not setting up a paywall will help expand the use of the app to more people and create a following.