Weight Tracking App Launch Plan

Gary Clark

Southern New Hampshire University

Weight Tracking App Launch Plan

Over the past few weeks, the Weight Tracking App has been making some incredible progress. The most recent tests indicate that it has reached the MVP (Minimum Viable Product) threshold which means it is time to start preparing for the launch of the product. With the launch frame rapidly approaching, considerations must now be made towards the selection of a target market, business model, and marketing strategy. In the past, some of the most successful mobile applications have used a free-to-play model with all features unlocked where the product is “paid” for through the viewing of advertisements. It is also important to note that many of the most popular apps in the world did not start out with a perfectly designed product, but rather a great concept that had some rough edges. These rough edges were quickly smoothed by iterative design and the benefits of being the first to the market enormously outweighed the early hiccups. While I don’t believe copying the strategies of previous success stories is a recipe for guaranteed success, it is important to take in information from all sources when making decisions.

In setting out to define the release strategy for the Weight Tracking App, the first step is to identify the basic requirements of the application. Without first narrowing down the initial target demographics, it would be a monumental waste of time to cater towards a population that is not even able to install the app. Therefore, the listing on the app store must clearly list some basic specifications about what the app will need to run. First, this app will require Android 9.0 Pie or higher to run smoothly and efficiently. This number was also chosen based on data published in Android Studio which shows that approximately 70% of Android users are using this version or higher. Thus, upon release this app would be available to 70% of Android users worldwide or hundreds of millions of people. From a transparency standpoint, the app listing should clearly state what permissions are required to avoid consumer misunderstandings. In the case of this application, it will require permissions to read the devices phone number and to send SMS messages. After the technical requirements have been identified, the focus can shift to more subjective presentation elements.

A common theme among many popular apps is with the icon or logo of the product. While some of them do somewhat indicate what the app is for, it appears that the focus is more skewed towards using something unique and instantly recognizable. Logic would tell us that a weight tracking app should use some sort of a clipart scale as the logo, but the truth is relevance plays second fiddle aesthetic. As such, I am working on some concept logos which I feel embody the emotion and purpose behind the Weight Tracking App. The goal of this app is to offer a lightweight, easy-to-use tool for individuals looking to manager their weight and the logo should embody that. In addition to the logo, the description of the app should also emphasize the simplicity and functionality of the app. Today’s society runs at high-speeds 24/7 and users are constantly encountering frustrations around the performance and speed of their devices. The description must make it clear that this application is designed to run smoother and faster than others on the market. Overall, the presentation of this application within the app store should reflect the values of application itself; embrace simplicity.

The final area of consideration in the rollout of the Weight Tracking App is how to grow this product and expand it’s reach in the future. Money is required for any business to grow, and the app must contain some way to collect revenue from the users. For an app aiming to be simple and easy for a large audience, charging for the app does not make sense. With this in mind, the app will be free without ads at the initial launch. Soon after launch, newer versions of the app supporting ads should be ready and updates can be sent out enabling this feature. For the near future, advertisements will be the only substantial source of revenue and the expectation is that this project will lose money at the start. The modern world revolves around viral videos, hit songs, celebrities, and other pseudo-icons. For this app, the best chance for success is for a rapid mass adoption of the product. Once a critical mass of users has been met, then the product can begin to turn a profit. This initial launch aims to be very focused on the core values of the app and if all goes well, it may be the next household name in the mobile application space.

References

Wang, J., & Jules Wang (1327 Articles Published) . (2021, November 22). *Google's latest Android Version Distribution Numbers Show 11 in dead heat with 10*. Android Police. Retrieved April 24, 2022, from https://www.androidpolice.com/googles-latest-android-version-distribution-numbers-show-11-in-dead-heat-with-10/