Weight tracking App Launch Plan

By Mariam Haji

The Weight Tracking App is a powerful tool designed to help users effectively track their weight, set achievable goals, and receive motivating notifications to maintain their weight management journey. Whether users are striving to shed pounds, maintain their current weight, or monitor weight for health reasons, the weight tracking app offers an intuitive platform to cater to their individual needs.

As for the app's icon, a weight scale is the ideal choice. This universally recognized symbol not only resonates with most users, but it also establishes an immediate connection with the app's purpose, whether they are striving to lose weight or maintain it. The colors of the icon could be a combination of calming blues since not only does blue evoke a sense of balance and progress but is also associated with trust and reliability.

The app's reach is expansive, targeting a diverse range of Android versions to ensure inclusivity. It is designed for compatibility with Android 12.O(S) with an API level of 31 and higher, catering to a substantial and diverse user base since google has announced that Android 11 (API level 30)\* or lower will not be available to new users in the play store (Support, 2023). Furthermore, compatibility with the latest Android version at the time of launch will also be ensured to leverage the latest features and optimizations.

To guarantee seamless functionality, the app will only request essential permissions. These encompass: Notification permissions which will be needed to deliver motivational notifications when goals are achieved.

Wake lock to prevent devices from entering sleep mode while users interact with the app, ensuring uninterrupted engagement.

Read and Write External Storage Permissions: Vital for securely storing and retrieving user data.

To uphold user privacy and provide a streamlined experience, the app will abstain from requesting permissions unrelated to its core functionalities, such as access to phone audio.

The app's monetization strategy aims to harmonize user value and sustainability through a freemium model. This model offers fundamental features at no cost, encompassing essential functionalities like weight input, goal establishment, and progress tracking. To balance the need for revenue and an optimal user experience currently, the free version may exhibit non-intrusive advertisements which can be placed at the bottom of the app on the footer since there is space there in order to support ongoing app development and maintenance. However, the frequency of ads will be carefully managed to ensure a gratifying user journey.

Alternatively, in later models of the app premium features would be accessible through a subscription, granting users access to advanced attributes such as personalized suggestions to help users achieve their goals faster comprehensive progress analyses, and enhanced notification preferences. In addition to that users could also have the flexibility to make a one-time payment to access premium features without committing to a subscription and this feature would be an add free all access to the app feature. (Google, n.d.)

In conclusion, the Weight Tracker App is primed to be a game-changing tool in the realm of weight management. By highlighting a compelling app description, a fitting icon, compatibility across various Android versions, relevant permissions, and a judicious monetization strategy, the app is poised to capture user interest and provide tangible value. I am confident that this comprehensive plan lays the groundwork for a triumphant introduction to the market.

# Bibliography

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