App Launch Plan

Martin Richardson

4/28/2024

So I designed an app for users to track their daily weights if they so choose. The app has all the functionality to allow the user to login in to a secure forum where they can add their weight and the date it was added, they can total up the weight if they so choose, and they can delete or edit a weight if they want to do that as well. The description that I would put out to the world on the app store is as follows: “Want to lose weight and keep track of it. Want to have a visual representation of you daily weight loss. Want to keep it secure and safe for your eyes only. Well download this app today and keep track of your healthy body”. The app already has an image in it. The image is of a scale of justice. It seems fitting to me to have that because you are trying to enact justice on your body to lose weight. I believe my app will run on any new generation phone and on. I was mostly using the Pixel 2 API 33 to run my app because that was the only one that would really load for me. The version was Android 13 Tiramisu which I believe most phones now a days can run that. With the app running on Android 13 it should work on every phone newer than 2013 so every phone could run this app if it wanted to. I strictly stuck to phones and didn’t move on to tablets or anything like that. It made it easier for me as I was really struggling on this project. In my initial design for my project I had thought about adding in a permission to gain access to their health app on the phone so the app could use the steps the user walked to calculate out how many calories they had burned that day and give an estimate on their current weight. As I did not get that far I did not ask for that permission. The other permission I had designed to ask for was push notifications and SMS notifications to allow the users to get updates to add in their daily weight and to check out the app to keep them more involved with the app. I can say the push notification one would have been incredibly import to add so the users don’t forget to add their daily weight to the app to keep track of it. Even though in the design I had planned on allowing them to go back and add in a weight on a missed day. I didn’t really have a plan for monetization of the app. I think it’s a health app and if my app could help someone reach their ultimate healthy goal for their body and their life, I feel I don’t need to be paid for that. I just wanted to help the world out any way that I can. It seems to me that if I can help that I should help and maybe this app would have been that for someone out there.