App Launch Plan

My app’s description would describe the benefits of exercise and weight loss while showing how the app can improve meeting these goals. The descriptions would also include listing the functions of the app and its ease of use. Lastly, it would describe the features of the free version and the paid option. The description will have images of the apps use integrated throughout corresponding with the section described.

The icon for my application would be a symbol associated with weight loss and/or exercise. Some ideas are barbells or a cartoon person running. The icon must be simple but easily associated with the app’s purpose and function. The symbol will be on top of a single-color background which adds contrast to the image.

I would try to develop my app to run the latest version. The current version at the time of writing is “Android 14”. This would allow the benefit of compatibility with future versions. Another benefit of these versions would be up to date security protections. A drawback of this version would be android’s built in health app that is added this version. It would be competitive with our weight tracking app. Another benefit of this version is the ability to enlarge in app text to improve accessibility to those who are vision impaired.

The app will ask for permissions for sensors that track light and movement. The device’s gyroscope can be used to tell if a person is walking or running. A light sensor can help the device auto-adjust to a light or dark mode depending on the ambient light in the environment. GPS could also be beneficial to the app if route tracking is added. A user would be able to see the routes they have taken recently. Later additions can add a friend’s list which can show the user routes that their added friends have taken.

I would have my app be free for those who are using it to track their weight. I would then make an optional low cost paid version which would allow the user to track their running trails or give the user tutorials on more advanced workouts. I would then add in a donations section in the setting with which users can donate money to the developers or voluntarily watch advertisements.