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CS-360

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7-2 Project Three: Weight Tracking App

Another weight tracking app is set to hit the market. This weight tracking app is called Slim | Fit. Slim | Fit is a mobile app I have been working on, and it is set to be released very soon. The app is designed to help users set weight/health goals, track their weight, and achieve their goals. The app is for anyone willing to put in the work and achieve their goals. The app has an extremely simple user interface so that all users feel comfortable using and navigating the app. This launch plan will outline everything regarding the app, its features, and its potential.

The app’s description in the app store (Google Play Store) will focus on describing the core features our app offers, emphasizing the simplicity of the app and its practical use for tracking weight and reaching your goal. The app is for everyone, and I want people trying to gain weight, lose weight, or maintain weight to know this app is made for them. The icon for the app is a simple design, just a scale the say “Slim | Fit” it. A simple app that represents the simpleness of the app.

The app was developed on Android 36.0 (API Level 36). Creating the app on this newer version was a decision I made to hopefully increase the quality and functionality of the app with the latest and greatest features offered in this API version and on newer phones. The app remains compatible with many devices though, as I want to reach as many people as possible. Android 12 and newer should function with the app, while maintaining smooth performance and a sleek, simple UI.

The app does require some permissions and asks for other permissions as well. Internet access is a permission the app will ask for. You need the internet to download the app, then to update the app in the future, and to create cloud backups of your data. The app will also require storage permission, in order to save your user data like weight entries and goals. The app will also request for SMS permission, so you can be notified and congratulated when your goal weight has been reached, while it isn’t necessary, it is a core feature of the app that I strongly recommend.  
 Monetizing the app isn’t my priority, but of course I am always looking toward the future. The app itself will initially be free to download and use. The app is free, but it will eventually include ads, as popularity and operating/development costs grow. The app isn’t for my own self gain. It is for the user’s self-gain. Once the app reaches a certain point, I will work with advertisers to get ads on the app. I will also provide a one-time in-app purchase to go ad-free. As for further monetization like meal plans, workout routines, personal coaching, and calorie and macro tracking could all be added to the app in the future, depending on how the app performs and how they are received. Depending on development costs, those features may also cost money. The mobile app market is fierce, and I am trying to offer users something new for their benefit. The app is still in development, but the full release will hopefully be released soon on the Google Play Store. Slim | Fit is an app for all. Have a great day!