**Nicholas Rusinski**

**Ashley Godbold**

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# Launch Plan for Weight Not Wanted

The app will be called "Weight Not Wanted." Its primary function is to track daily weight, set weight goals, and send SMS notifications once a user reaches their weight goal. The app provides a simple and intuitive interface for users to monitor their weight loss journey and get motivated by visualizing their progress and achieving their goals.

**App Description**

Track your weight loss journey with 'Weight Not Wanted.' Easily log your daily weight, set achievable goals, and stay motivated with SMS notifications when you reach your target. Perfect for anyone looking to take control of their fitness and health.

**Icon**

A gold scale with chain

Description automatically generated

**System Requirements**

Minium SDK version Android 5.0 Lollipop -

This ensures compatibility with devices running Android 5.0 and later while also giving the app a modern look and feel

Target SDK version Android 14 -

This ensures compatibility with the most recent version of the android SDK and offers potential to make sue of the latest features in futures updates.

**Permission Requirements**

The launch version of the application uses Android's SQLite internal storage, which does not require any additional permissions. The application also features an opt-in text messaging feature that notifies users via SMS once they reach their weight goal. Users are prompted to accept the necessary permissions (SMS) when they first log into the system.

**Monetization Plan**

To generate revenue from the app while keeping it accessible to users, the plan is to incorporate advertisements. These ads will be displayed in a non-intrusive manner, ensuring they don't disrupt the user experience. The revenue from these ads will support the developers and the continued maintenance of the app. There will be no upfront cost or one-time payment required from users to access the core functionality of the app, making it free to download and use. Additionally, users who prefer an ad-free experience may be given the option to pay for a premium version of the app.