CS 360 Project 3

Target Weight App

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Target Weight App is an intuitive and simplistic weight tracker application. This app allows users to set a target weight goal and log daily weight entries. The app will calculate the number of pounds left for the user to attain their goal and display the progress in a simple to understand table. If a user misses a day, they can add an entry to the database, and it will automatically sort that entry by date and update the table. By monitoring their progress over time and seeing their weight dwindle, users will be motivated to continue on their weight change journey.

Weight management and fitness have been hot topics for years. Another weight tracking app is sure to be buried in the app store full of existing weight tracking applications. To garner user attention, a compelling description would include the key features of the application. What this app does well is that it is exceedingly simplistic but capable. With its no-frills approach, users will be able to perform the necessary functions within seconds, access their progress if desired and move on with their day. By allowing the application the permission to send SMS text messages, the app can send a gentle daily reminder to the user to update their weight for that day. In case the user misses a day, they can easily log missing entries as the app will handle the entry and place it in the correct location chronologically. Users will appreciate the low memory resource requirements as well preventing more software bloat on their phones or other devices. Also with its compatibility with Android API 21 to the most recent API level, users are not limited to the latest and greatest hardware and can still utilize some of their preferred older models. Lastly the app will be free, and monetization will be done through non-obtrusive and subtle ads. This low entry point with little to no ad annoyances will encourage more people to utilize the app.

Target Weight App, requires only a couple permissions for full functionality. The SMS permission will need to be granted for the user to receive daily reminder notifications. Internet permission will be needed for the app to access the web and display ads. This latter permission will be the only required permission for the user to use the application. Since the app will not request any non-relevant permissions, users can feel secure that Target Weight complies with Play Store guidelines.

As mentioned above, Target Weight will be a free to download and use application. So many apps require subscription models to utilize their additional features. Target Weight is designed to be as simple as possible and thus the user should not expect to spend their hard-earned money for functionality that they aren’t needing. To make the app profitable for the developers, the monetization strategy employed will be that of ad revenue. At the bottom of the screen will be a subtle ad bar that will cycle as the user switches screens. There will be no glaring pop-up ads nor full screen timed ads. The revenue strategy is contingent on the quantity of users and their interaction with the application. We believe that more people are looking to streamline their device usage and Target Weight App fits right into this ideology.

A blue and red symbol with a scale

Description automatically generated Target Weight app will have a 3-color icon in Red White and Blue. These colors are a very familiar and ubiquitous combination. The icon shows a red target overlaid by a set of scales. It is eye catching and represents the application well making it easy to locate on the app screen with a quick glance.

Furthermore, in conjunction with launching the app, Target Weight App will require some marketing. By investing in ad space on popular social media resources like Facebook, Instagram, TikTok, and using fitness and weight management related hashtags, users will be made aware of the app. We anticipate that it will further be popularized by word of mouth as users discuss their habits and tools used in their health journeys with their friends and acquaintances.

In summary, the launch plan for Target Weight App includes a comprehensive approach. By focusing on an app description that highlights the strengths of the app and its unique approach to satisfying user needs, utilizing a visually strong icon design, broad Android compatibility, limited resource requirements, and limited essential permissions, the launch will find success. Users will also be attracted by the fact that the app is free to download and use and that included ads will be non-obtrusive to reduce annoyance. Utilizing marketing via social media will also increase user awareness and curiosity. It is by these merits that Target Weight App will become a popular app for people looking to track their weight.