## Project Three

Ray Cooke

Southern New Hampshire University

Weight Tracking App

The launch of this app will require a few points of consideration. Its marketing “appearance,” compatibility, permissions, and monetization strategy need to be carefully considered before releasing it to market. Let us review these important details.

This app can be described as a tool to keep track of one’s weight journey as it evolves with them. Because the nature of this product is simplistic, its icon should reflect that. A simple icon featuring natural colors should be used for most of the year. The icon colors and/or theme can be redesigned for seasonal promotions. This will allow flexibility in design, and help the brand evolve over time by being able to constantly recreate its identity.

This app uses android API 34, The creators of Android state that it is compatible with 13% of android devices. This phone will be tailored to the needs of users on phones and tablets. This app would not be very suitable for a watch, TV, or car environment. Testing will be performed in the emulator in Android studio to ensure a smooth product is delivered.

The weight tracking app will require minimal permissions from the user. Using the smallest number of permissions helps establish security and the trust of the customer. Access to send SMS notifications will be required to enable text reminders. This will be optional, and the app will continue to function as normal without the need to send text notifications.

This app will be monetized in two ways. The first will be by collecting a small fee to use. The second will be to sell user data to marketers. This can include app engagement and weight numbers. This information can be very valuable. In the future, some features can potentially be added for extra money or subscriptions.

References

Google. (n.d.). Migrate apps to Android 14. Android Developers. Retrieved June 30, 2024, from <https://developer.android.com/about/versions/14/migration>