App Launch Plan

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The Weight Tracker app was built to help people keep track of their weight loss journey. It also helps them stay motivated by letting them set a goal weight. When the goal is reached, the app sends a congratulatory text message and a pop-up message. The app is simple, clean, and easy to use. Let’s now go over the app’s features, what phones it works on, what permissions it needs, and some ways it could make money.

The app has a few simple features. You can log your weight, view your entries, and edit or delete any of them. You can also set a goal weight in the settings. When you hit that goal, the app shows a pop-up message and sends a text if SMS alerts are turned on. The layout is clean and easy to use, with two main screens. One is for weight entries and the other is for settings.

For the description of the app, it says: “Tracking your weight is now so much easier. Simply log your weight, set a goal, and see your progress over time.” The icon is a simple blue scale with footprints. It’s easy to recognize and matches the look and color of the app.

**Figure 1**. App icon used in Weight Tracker

A blue scale with feet on it

AI-generated content may be incorrect.

**Figure 2**. Google Play Store mockup

A screen shot of a phone

AI-generated content may be incorrect.

This app works on Android phones running Android 7.0 or higher. It was built using Android 14 tools, so it runs on the latest phones and most older ones too. Right now, it works on about 98.6% of Android devices and should keep working on future versions without any problems.

The app only asks for one permission, which is SMS. This is just so it can send you a text when you reach your goal weight, but only if you turned on alerts in the settings. It doesn’t ask for anything else. In the future, I might add the camera so users can take progress photos, but that’s not in the app right now.

**Figure 3**. Settings screen showing SMS notification toggle

A screen shot of a phone

AI-generated content may be incorrect.

Currently, the app is free to use. If no new features are added, it will stay that way since it’s too basic to charge for. However, if I wanted to make money from it, I would create a paid version with additional features. Things like camera progress photos, a weight graph, forums, and maybe even follow along workout videos. It would be a one-time payment instead of a subscription, so people only have to pay once to unlock the extra features.

This app was made to help people track their weight and stay motivated. It’s really simple and easy to use, with just two main screens. You can log your weight, set a goal, and get notified when you hit it. It works on almost all Android phones and only needs SMS permission if you turn on alerts. The layout is clean, and everything is easy to figure out. If more features were added later, it could even be turned into a paid version. For now, it does exactly what it needs to.