Daily Weight Tracker Launch Plan

The following full description of Daily Weight Tracker outlines the features, purpose, and design goal of the application. Daily Weight Tracker is a simple and minimalist app designed to make tracking your weight effortless. Whether you’re working toward a goal, maintaining your current weight, or simply keeping an eye on daily changes, this app fits naturally into your routine. With a clean design and zero distractions, you can log your weight in seconds each day and instantly see your progress. The historical view helps you visualize trends over time, showing when, and how your weight has changed. Daily Weight Tracker also supports multiple users, making it perfect for families or shared devices. There is no clutter, no confusion, just a lightweight and reliable way to stay mindful of your health goals. Simple, fast, and focused on what matters most, you and your progress. For the short description, I want to keep it simple and to the point. A minimalist weight tracking app: monitor your progress and stay motivated.

I have begun preliminary designs for the application icon. To best highlight the functionality of the Daily Weight tracker, I started with a minimal weight scale as the foundation of the icon. Opting to go with a mono-colored icon, to be able to make use of Android’s Adaptive Icons. When not using the Adaptive Icons feature, it will display as a dark teal color. To communicate that the application was meant to be used on a scheduled basis, I replaced the measurement section of the scale with an analog clock. I wanted the icon to be able to be seen as professional, yet playful, while not standing out from the rest of the applications on a user’s device.

My application uses a minimum SDK of 24 and a target SDK of 34. This will allow my Daily Weight Tracker to run on Android versions 7 through 15. When originally creating the application project I did not understand which SDK related to specific versions of Android. I selected the SDK that seemed to have the highest user base which was SDK 34. Having the knowledge that I do now, in a future update I will recompile the application to utilize the latest SDK while still maintaining SDK 24 as the minimum.

The only permission the application current requests is SMS permissions. This allows the application to send an SMS message when you achieve your goal weight. Currently this utilizes the user’s phone number to send the SMS message to themselves. The application has no need for any other permissions and, as such, does not ask for them. The user can revoke the permission at any time or enable the permission again if it is accidentally revoked.

For Daily Weight Tracker monetization, I would utilize banner ads. The goal of the application is to allow users to quickly enter their weight and go on with their day. Interstitial ads would interfere with the design goal of the application. Banner ads could sit at the bottom of the screen, allowing the user to still fully interact with the application without interruption. In a future update, I would like to enable the option for the user to store their weight history in the cloud. When this update is released, I would also introduce a small In-App purchase, between $0.50 and $1, to remove ads forever.

Beyond launch, I will continue to develop on the application, introducing new features that do not detract from the current design of the application: simple and minimal. As mentioned previously, in future updates I will introduce cloud storage as an option for users and update the target SDK. Currently, the application supports the user setting the units to either pounds or kilograms. I will introduce the ability for the application to convert the weights when the user changes their unit type. To help target a broader user base, I will implement an option for the user to select their purpose for using the application, such as gaining weight, losing weight, or maintaining weight. This would also introduce new UI elements that will highlight the progress the user is making.