Patrick Valencia

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Mobile Architect & Programming

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Project 3 Launch Plan

The launch plan for the applications is one of the most integral aspects of the overall program. Within this launch plan, we can see step by step how the application will be set up for success through functionality, user experience, and monetization. Overall the main objective of this application is to provide users with the ability to track and manage their weight changes. Additionally, With being able to track their weight changes they can also be able to set goals and be shown live changes with their weight and how close they are to reaching their goals.

The main description that will describe the app will be a weight monitoring app that helps users define goals and gives them the tools to track said progress in order to achieve their goals. The best type of icon that will represent this app would be a scale. This app icon would instantly show the user that it has something to do with weight management in addition to just having an overall fitness goal. In addition when it comes to user experience within the application the main theme should be something laid back that the user would like using. Something not as harsh and very neutral.

As for which versions of Android my application will run on, I have decided that the oldest version of android my application will function on will be Android Lollipop. I chose this one as I believe it to be one of the oldest and most reasonable systems to run off on as it would include the most users in addition to having the best cost per performance when taking actual users into consideration. While this is the oldest version that will be considered when developing, all the new versions of android will be supported. One of the major challenges when considering which version to look into is that each newer version of android adds in much needed features with the addition of security features. The main challenge is to keep the application uniform across several android versions while keeping it modern and up to date.

As for permissions that the application should ask for, the main one that it will be asked for involves push notifications. These push notifications will be once a day to remind the user to input their daily weight. Additionally there will be another notification that is sent to the user in which it will let them know once every 2 weeks about how much more to reach their goal. These notifications are incredibly helpful as they will remind the user to stay consistent with their weight tracking. Having a consistent way to track their weight will ultimately lead them to incorporate better healthy habits and see actual change. Any other type of permissions will not be used as the main purpose of this application is to display and keep track of a user's change in weight compared to their goal.

The major plan for monetization within this application involves 2 things. One would be a premium app experience and the second would be a free one but with ads. The premium add experience would involve more functions and much more detailed graphs that a user can use. This would provide users with much more detailed information about their weight management with the added benefit of seeing future trends. The premium version would just be a flat fee in order to obtain more detailed graphs for users. The premium version could change towards a more subscription-based one but then there must be more additional benefits for a user to justify keeping their subscription like mean plans or exercise recommendations. The free version would be easy to manage as the only thing about it would be just having a banner showing advertisements to users in order to generate income. They would have basic features and the advanced graphs would be sectioned off to only show the most basic function.