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Weight Tracker launch Plan

To start off the user experience, this application's description will begin with a name and phrase that relates to the app and catches the user's attention. The current draft name and phrase is “Welcome to the P² (P Square or Positive Progress) App, where we manage the numbers so you can focus on your goal.” This name and description will give the user the feeling of the weight of data processing no longer being a user task, allowing them to focus on their weight control journey. This description is also personable, making the user feel like it is speaking directly to them.

The icon for this application will be a P² (P Square) image next to a path with a green 'X' at the end. Though red is associated with action, I chose to use green because it is associated with health and making healthy choices. If a user takes the time to use an app to follow their weight gain/loss journey, they are more likely to make a health-based decision.

The description will then explain that free members can track their day-to-day weight with a simple click and set a goal weight to receive notifications upon reaching it. Premium users will have the ability to add nutrition data, set weekly intake limits, track workout data, and add daily notes (future update). The free version of the app will also include ads, but users can make a one-time payment to become a premium member and remove ads.

The API used by this application is API 31, which correlates to versions 12 and above. Users with versions 12 and above account for about 68.35%. This number will improve not only due to a trend of decreasing users with older versions but also because of the upcoming holiday season encouraging new phone purchases. When it comes to challenges due to the API version, this app is in great standing since it does not require access to any restricted data. Furthermore, the only access requested from the user is SMS permissions since the application will be using internal storage through SQLite. These SMS permissions will allow the application to send the user SMS notifications once they have reached their goal weight, as well as when they are near and have reached their daily nutrition limit based on the weekly intake goal/limit set.

The planned rollout is the alpha/beta testing method. I plan to take reviews during both phases to iterate and strengthen the app's functionality and marketability. To encourage testing participation and generate traffic, I will be utilizing ads and mailing lists. I will limit volunteer numbers and reward participants with a premium membership for downloading and reviewing the app.