Weight Tracking App Launch Plan

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The purpose of this application is to allow user to set a goal weight, then input their daily weights so they can track their progress towards their goal weight. As such, the app’s description would be the following. “This application is designed to allow you to log in with a password, set a goal weight, record daily weights, and make an update to your daily weights or your goal weight as you see fit. You’ll also be able to view your daily weights in a table format to monitor your progress.”

The icon used to describe my application would be something simple and that catches the eye. I would have a square scale, with a stylized WT in the center. I feel like the scale would let the user know that this is meant to track your weight and the stylized WT would represent the app’s name of “Weight Tracking”.

The application was designed using a Nexus 6 using Android 10.0. I also ran it on a Pixel 5 and a Pixel 6 with the same version of Android. As a result, according to the current version of Android Studio that I’m running (2021.3.1) about 66% of the users are predicted to be able to use it. The current version of Android is 11 and most devices will be running that.

The only permission that the app requests is to use to be able to send SMS Text Messages. The reason for that is because the app will send a text notification to the user once they reach their goal weight. No other permissions are necessary, but in a future update being able to add progress pictures would be possible which would then require permission to use the camera.

I reviewed similar apps in the Google Play app store as well as other apps to see what the trend is. Most apps are offered for free, and the monetization comes from ad revenue. If I were to have a one-time purchase for the app that would probably discourage people from getting it as similar apps don’t require it. It would make more sense. With that said, I’d keep the adds small and out of the way. A banner at the bottom of the screen would be the best place for it as it wouldn’t be in the way of the functionality of the application.

With all that reviewed, the Launch Plan for the app would be to launch the app in the Google Play store as a free to download app, that is supported by ad revenue. The application will have a simple description explaining that the app’s main goal is to allow the user to track their daily weight while trying to achieve a weight goal. While the app wasn’t built with previous versions of Android in mind, it is built for the current version.

If released, I would work on updating it to provide additional functionality. That additional functionality would be allowing users to take progress pictures. It can be difficult to see a difference when trying to achieve a weight goal just by looking at the numbers. So having daily images will allow user not only to see the numbers change, but also see themselves change. This will provide greater motivation and add value to the application. Doing so will require updating the databases to allow the image to be stored, updating the table layout, and requesting permission to use the camera.