**WeightMate**

**By Ally Miller**

**App Description:** WeightMate is a personal health mate that is designed to help users track weight, set weight goals, and monitor their weight journey progress. It is useful for anyone who wishes to be more informed about their weight, whether they are looking to lose or gain. WeightMate offers personal tracking of a user’s weight to fit anyone’s lifestyle.

**App Icon:** The app icon will be of a weightlifter in a simple human stick figure design that is curling a small weight. This icon will go off the app’s name WeightMate. The main colors of the app will be white and purple. In the future a dark mode could be added to be black and purple. Icon is drawn out but may be refined later.

A drawing of a stick person holding a dumbbell

Description automatically generated

**Android Versions:** It is important to reach as many users as possible so WeightMate will run on android devices 7.0 and up. This will cover a huge portion of current android devices including android 14 which is the current version. Android 7 was released in 2016, so this covers an almost ten-year version difference which I believe to be satisfactory. It also allows the app to have the best optimizations possible with android 14 while also supporting older devices, which is important since users are holding onto their phones longer and longer.

**Permissions:** The app requests three permissions, send, receive, and read. These permissions will allow the app to send SMS messages, receive SMS messages, and read SMS messages. These permissions are necessary so the user can be reminded to input their weight each day, get notified if they have reached their goal and remind them to check in if they have not in a while. This will also help to keep the users engaged with WeightMate.

**Monetization Strategy:** To monetize WeightMate there will be a free version of the app that includes advertisements. To update the user’s weight or goal, there will be an ad played that will be no longer than 15 seconds in the free version. The user will not be able to add their weight or update their goal unless they have watched the advertisement. There will also be a paid subscription version of $2.99 per month. I have chosen this price point because I believe it to be fair for the functionality of the application. The subscription model will remove all advertisements from the application and allow the users to input their daily weight and goal without needing to watch an advertisement.