Andrew Vue

SNHU CS-360-T2670

Final Project App Launch Plan

Throughout this course we have learned the fundamentals of mobile development and in this project prompt we are given three choices of mobile applications that we can choose to develop. In my case I chose the Weight Tracking application as it appeals to me on a personal level. Following the project prompt I will answer the following questions in regards to my project.

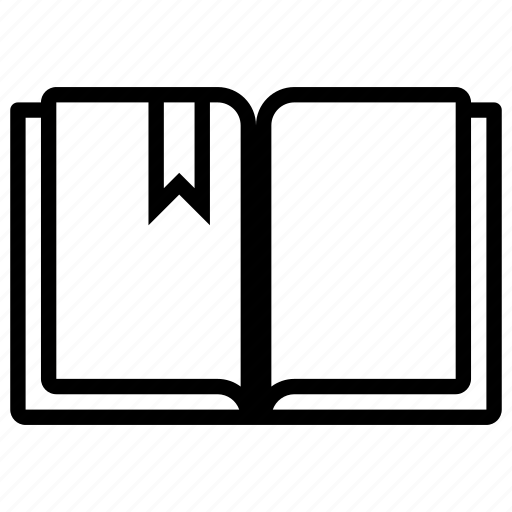
***What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?***

The description that will be included with my app would be as follows:

This Weight Tracking app is a quick and easy way to manage your weight loss goals without the unnecessary fluff. A simple straightforward way of tracking your weight loss journey and shows how much you have achieved to help you stay motivated and accountable.

The reasoning behind this description is that I don’t want to over promise and under deliver. As I’ve stated in my earlier project proposal I want this app to be simple and easy to use without all of the extra fluff. This is the advantage that this app has over other apps available on the market.

As for the Icon I think I might use something that is a combination of a scale and a journal notebook to indicate the functionality of the app. I believe this represents the app’s functionality and is straightforward. I have created a rough design of what I mean:



***Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.***

I think I will start my app off with the android version prior to the latest android version available. This is because the likelihood of many users updating their systems to the latest version is low. This is especially true with the audience base that I am targeting –individuals who are not as technically savvy and don’t want all of the fluff. The app doesn’t currently have many features as well. If users comment on adding new features then in updates I will require newer versions of Android. There are advantages with using the latest versions available because of the new tools and features, but there are also issues with user compatibility and usability.

***What permissions will your app ask for? Be sure these are only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?***

The current state of the app doesn’t require a lot of information and permissions from the user. The only thing the app needs access to is their email and local storage. I am thinking of adding a feature that allows for progress photos to be uploaded to the app so I think having access to the photo/video files on their phone will be necessary as well. As the app evolves and improves the permission requests will increase, but I think it is best that the app is still usable with permission access customization that is associated with the features that the user wants.

***What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.***

The monetization plan for this app will primarily be ads based, but I want to keep it as un-intrusive as possible. I believe having the app be “free to use” will make it more attractive and not having paywalls behind features is also a bonus. I think the kind of ads I will be running on the app will be “banner” type ads that show up on the bottom of the screen. There are other features that I would like to have such as a news feed that can possibly run ads. The companies that I would reach out to for ads will only be health and fitness related companies so this will be relevant to the user. This also keeps with the theme of the app so it will appear as less intrusive and more informative

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**Conclusion:**

Throughout this course I have learned a lot about mobile development and architecture, but I am still a little confused with connecting databases to my application. I was unable to add all of the features that I wanted for my app due to technical difficulties of using an AMD CPU, but I think it was a great experience in learning how to set up and troubleshoot development environments. Due to this issue I had decided to purchase a Mac and in turn learn a new OS as well as learning mobile development. I have more familiarity with web development for personal projects and seeing the similarities when learning mobile development was helpful in my understanding of the course material. I believe I will continue to work on this application by adding more features making it a more complete application.