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Project 3: App Launch Plan

My app is about weight loss tracking. It is easy to use and all it takes is a few minutes to sign up. This will give you fun and quick way to start your weight loss journey. Once creating an account, you will be able to enter your starting weight and your goal weight. As days go by you will be able to see the progress of your weight loss. It will give you notifications if you accept about how much more weight you must lose to reach your goal weight. Let’s see that weight drop and make you feel great in your body. The app will be the same background as the app. It will have a weight scale with a red arrow pointing down. I want to make sure that people look at the app. I want it to be bold in color but have my audience be able to know that this is a weight loss app. The name of my app would be Weight Drop.

I would want to run my app on Android 9 Pie up to the current version of Android which is Android 13. Android 9 Pie has an API of 28. I will make sure that the correct changes are made for all versions to be accommodated. I want to make sure that my app is available for everyone who who is willing to start their weight loss journey. I believe that having a wide range of devices that people would be able to access my app is a big plus.

There are a couple of permissions that I would ask for. The first permission I would ask for would be for access to their health connect app. This is so that my app can track any activity that can account to any weight loss activities. The second the permission I would ask for would be to send notifications. I would want my app to send you notifications about how much weight the user has left to lose to reach their goal weight. The last permission I would ask for is to allow to confirm their location. This would be for geographical purposes to see where my app is being used more so that I can make any changes for marketing my app to other places and people.

I would probably just have ads within the app at first. Later down the line I would add a Premium version where the user would have to pay a monthly fee. It wouldn’t be that much if a price though. It would probably be like $9.99. I would add a lot more to the app for the premium version. The premium version will not have any ads. The things I would like to add to the version is a nutritional plan and an exercise program. The nutritional section would have different recipes that the user can make. The recipes will be a balanced meal for breakfast, lunch, and dinner. The exercise section will have different things the user can do at the gym or at home. There would be levels to the exercise regimen. There would be one for beginners, a moderate level, and an expert level. There will also be a journal built in as well to track your mental wellness. This is everything that I would put for the premium version of my app.