**Description:**

Weight tracking app allows for users that want a simple app that will maintain and monitor their weight activity and help them with their goal. The weight tracking app is great for people that want to be held accountable. Imagine and app that you open everyday or every week that has your weight with your goal. This keep you motivated, this keeps you going and by allowing the SMS notification for reached Goal. You will always have something to look forward to when you are working hard to get to that goal. At some point in your journey we hope you here the notification sound with the text “YOU DID IT!”. This will be one of the proudest days of your life.

**What the app offers:**

This app offers some of the best things for someone just starting out. When you are just starting out, you want something that is not crazy or overly involved. The user wants simple accountability with the sense of feel-good options. This app has that. From simple design to complex notifications that allow you to know when to do more, take a rest and whether you want to know if you have made your goal. The notifications would be to send SMS to the user regarding weight but with that would also be allowing the user to consent to data collecting that will help the company to better improve the app.

* Adding and deleting weight
* Editing weights and dates
* A sense of accomplishment
* Easy on the eyes and simple controls
* Keeping track of historical data
* Simple user interface
* Notification SMS
* Works with the latest android software

**Monetization:**

For this app we want the user to feel in control and not forced to do anything that they wouldn’t want to do. The app will first be free for one year on the condition that the user allows data collecting. This is crucial for the app development and improvement. With this monitoring we can see how much weight the user loses, how often they add the data and what trends look like with using this app. This is important for research and development. The most important data that can be collected is how often the app is being used, how often or far apart or the weights an dates added to the app. This is extremely important to the development of the app because we can figure out what must be done in order to get the app to be used more frequently.

Upon the users agreement to allows data collecting for one year in return for a free year of usage the user must input a card and will be charged at the one year mark for a subscription renewal that will be reoccurring for the amount of 25 dollars. Part of the permissions being allowed is for that user to receive a SMS notification that their subscription is going to be renewed. If the user does not allow the permissions, the user will not obtain a free trial for one year and the user will not be informed of app renewal.