CS-360 Mobile Architect & Programming

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2-3 Milestone: Goals and Users

**Articulate the goals of the project.**

I’m going to be choosing the Weight Tracking App. The purpose of the app is to follow and track the weight of a user, after they’ve successfully logged into the app, and help the user maintain their daily weight as they try to reach their goal weight. Users will have the option to input multiple weight updates along the way to reaching their goal weight.

This will include a database with at least three tables: one to store the daily weight, one to store the user’s login and passwords, and one to store the goal weight. Next, a screen for logging into the app. A screen that displays all the daily weight and the days the weights were entered. Next a mechanism for adding a daily weight, and goal weight, and a notification system for users when they reach their goal weight. I’m excited about this!

**Compare the mobile app you selected to other successful apps.**

I have used a few apps like this. One is called MyFitnessPal. The other is more of a water logging app that includes weight tracking. MyFitnessPal focuses on what you eat and dives very deep into tracking the intake of food, with the addition of weight tracking. Think of Weight Watchers, but in an app form. You take pictures of food labels and add that to what you’ve eaten that day and at any point you can add your current weight and a goal weight. The water logging app is just logging your water with tracking your daily weight.

MyFitnessPal is DENSE. There are so many screens that you can go to, and so many features it has involved with the tracking. There are even paid features for even more access to the app. That app is cumbersome and difficult to use. Something simpler for tracking weight would be highly recommended, and I’m excited to try and build that! One thing I struggled with is advertisements on mobile apps. If there is a new app I download to use and I get an ad, I immediately delete it. Unless the app can truly change my life, I just don’t care for advertisements on mobile apps, and that is what you get when you use a lot of these free apps that have paid tiers.

**Discuss potential users.**

I, for one, would be interested in using this app! Truly the users for a weight tracking app could be any number of people; those trying to lose weight for a wedding dress they need to fit in, those trying to gain weight for a competition, those trying to lose weight for any activity, or those just curious on their weight. Sometimes it’s the little things like a mobile app to reframe how you look at your life and a weight tracking app might show a real issue in your life, where you didn’t see one before. This app, I will try at least, will not have any advertisements! That, hopefully, will engage users to try my app. That can be something that I would use if I needed to market this app, but I think a very clean and simple design would make a world of a difference for users searching for apps like this. Clean and simple are always better.

If the goal is to be a weight tracking app, the best thing is a frictionless experience. You open the app, you have two choices: 1. Daily weight check-in. 2. Daily goal weight progress. That’s it, you have an input and a visual, and if you want more, click through to see more. Simple. Oh, I’m so excited for this!