CS-360-15009

Mobile Architect & Programming

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M7 Project 3

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**Weight Tracker Application**

The weight tracker app was designed to motivate users on their weight management journey, whether their goal is to lose weight, gain weight, or maintain their weight within a buffer zone. The app provides the ability to set a goal weight, display a history of their data, and tools to personalize their app such as to receive or not receive SMS notifications, choose between which weight goal they are aiming for, and the ability for multiple users to use one app.

**App Launch Description**

“Take charge of your health! Whether your goal is to lose weight, gain weight, or maintain a healthy weight, this app can do it all! Keep track of the history of your entries in one place! Personalize your app by receiving text notifications upon reaching your goal, or straying outside of your window of maintaining weight!”

Since weight trackers primarily focus on users losing weight, it is important to define in the description of the app’s ability to not only track losing weight, but that it can also track for gaining weight and maintaining a weight.

**Icon Design**

The Icon design will be something that is easily recognizable in the Google Play app store and on the user’s device. Since the primary colors of the app are gradients of purple, the image chosen would be a dark purple weight scale, with a light purple squiggly arrow pointing down to represent fluctuations of weight towards a goal. The arrow pointing down is to represent the most likely population of users wanting to lose weight.

**Supported Android Versions**

The Weight Tracker app will be compatible with 97-99% of active Android devices. The app will work with a minimum SDK of Android 7.0 Nougat, API level 24 to the latest version of Android 14, API level 34. This ensures that the app can be functional for the most amount of users, while also incorporating the latest security features and enhancements in the newest Android version.

**Permissions**

The Weight Tracker app only requests permissions to send SMS notifications for when the user reaches their goals in losing or gaining weight, as well sending SMS notifications to alert a user that they have fallen outside of their buffer zone while in the maintaining weight setting. The app does not ask permissions for accessing device hardware such as camera or location access as they are not necessary in the functionality of the app. Google Play has very stringent guidelines in permission handling, in which the app should never request permissions that are not relevant to the app, nor should permissions be added for the sole purpose of advertising or analytics (*Permissions and APIs That Access Sensitive Information - Play Console Help*, n.d.). This Weight Tracker app aligns with the Google Play Android guidelines by only requesting permissions for SMS notifications, with the ability for the user to disable the notifications.

**Monetization Strategy**

The Weight Tracker app as it stands is free, as the app currently only offers the necessities of weight management and notifications. In order to monetize the app, advertisements could be introduced in the freemium where it does not impede the user-friendliness of the app. Advertisements could be prompted at the start of logging into the app, and after inserting a weight log entry. A premium version could be introduced of a one time low fee such as $6.99 to disable advertisements, as well as providing a visual linear tracking bar that shows the percentage towards reaching their goal. Every so often, such as around New Years and holidays, the linear tracking bar will be free and all users will experience the tracking bar to entice the purchase of the premium version. As the development of the app progresses to providing personalized analytics and insights, and perhaps dietary blogs, the app can move from a one-time premium purchase to a monthly low premium such as $2.99 a month, while grandfathering the early-adopters of the one-time premium purchase users.

**References**

*Permissions and APIs that Access Sensitive Information - Play Console Help*. (n.d.). https://support.google.com/googleplay/android-developer/answer/9888170?visit\_id=638698749606853652-1137574023&rd=1