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SNHU

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The launch plan for the application is one of the most important parts of development, this will allow for a comprehensive and smooth launch for the application. The application's description should include a rundown of what the application consists of and how the application should be used. The description should also include how the user may gain benefits from using your application. For my application, a weight tracking app, the application should allow the user to login, enter their current and goal weights, and provide their current BMI. The BMI is not part of the project guidelines, but I believe it is an important aspect for this application so the user can determine what is healthy for them. The icon for the application should be a scale. This would be the most appropriate for this application as it is not only a weight loss app that can also be used for weight gain and a scale can fit both angles for the usage of the app.

The app was developed and will run on the newest Android version 15.0 “VanillaIceCream.” The app was not tested on other versions of Android, but the app should not have any major constraints and should run on some older versions like Android 14.0 “UpsideDownCake.” The app will ask for SMS permissions to run, this is for account creation and log in verifications. This is to make the app personalized to the user and allow them to access it on different devices or have multiple users in one device without changing the information of one user when another is entering theirs.

Monitization of this app would be very interesting as there is little ability to add big monetization techniques. The app could have adds built into it in a banner at the bottom of the screen, it would not be smart to monetize timed advertisements on this app as it may drive people to other applications. Another form of monetization that could be used in this app is a one time, or monthly purchase to remove the ads in the app. If we were to do a monthly subscription base there would need to be more than just the removal of ads to entice the user to keep paying the subscription. The reason that you need to be careful when monetizing an app like this is the saturation of weight loss or tracking apps that have similar or more functions than this one. The biggest way that apps like this separate themselves from their competition is the UI design so we could add customization options within the app to allow the user to change the UI to their own photos or designs, or even in app premium designs. This strategy would have more justification for the monthly subscription, if this is not a feasible route then it may be smart to stick to a one-time ad removal purchase. Overall an application would be best to not be monetized at all if you want to retain users as it has so much competition in the market and what this app can provide is very basic.