**App Launch Plan – Weight Tracker**

App Description & Icon

Description: Weight Tracker is a simple and user-friendly app designed to help users stay consistent with their health goals. Users can log their weight, view all previous entries in an organized grid, and set a personal goal weight. When the user reaches their goal, the app can send them an SMS alert, making progress feel rewarding and motivating. The interface is clean and easy to understand, so anyone can use it without confusion.

Icon: The icon will be modern and minimal. A scale or checkmark symbol would represent progress and success clearly. Using bold colors such as blue and white will help the icon stand out in the app store and on the user’s home screen.

Android Version Support

Minimum Version: Android 7.0 (SDK 24)

This version is still commonly used, so it allows the app to run on the majority of active devices.

Target Version: Android 14 (SDK 34)

Targeting the latest version keeps the app current with new security rules, permission changes, and store requirements. It also helps prevent potential future compatibility issues.

Each new version of Android introduces changes to how features like permissions and background tasks work, so supporting the latest version is important for long-term stability.

Permissions

The app will only request the permissions it truly needs to function:

SEND\_SMS – This is required to send a goal alert to the user when their weight reaches the target they set.

No unnecessary permissions (such as camera, microphone, or location) will be requested. Keeping permissions minimal builds user trust, improves privacy, and makes app store approval easier. If the app does not use a feature, it will not ask for permission to access it.

Monetization Plan

The goal is to provide value to users first while still having future options to generate revenue. Possible monetization strategies include:

Option 1: Free with light ads

Easy to implement

Generates consistent revenue when users log weight regularly

Ads would be kept minimal and non-intrusive

Option 2: One-time upgrade (Freemium model)

The basic version of the app is free

Users can pay once to unlock extra features such as dark mode, custom reminders, or removing ads

Option 3: Launch completely free at first (most likely starting point)

Builds trust and user base

Allows time to gather feedback

Monetization can be added later based on what users actually want

This approach keeps users happy while still allowing long-term earning potential.

Summary

Weight Tracker is a simple, effective, and focused app designed to help users stay on track with their goals. The SMS goal alert makes it stand out from typical weight-tracking apps. By supporting modern Android versions, using only necessary permissions, and planning a user-friendly monetization strategy, the app is well-positioned for a successful launch in the Play Store. With a polished interface, clear purpose, and strong core features, this app is ready to move from development into the launch phase.