App Launch Plan

* What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?

For an icon, I think simple is best here. There’s nothing flashy or unique about a weight tracking application. It can be as simple as an acronym or maybe a simple image such as a dumbbell or a scale. Regarding the description, something close to the excerpt below with some ‘wordsmithing’:

“*Weight Tracking Application (WTA) is a simple and concise application to help you achieve your weight goals. It has a simple interface for you to insert your daily weight, the target weight you are striving for, and a way to provide you with an SMS notification upon success. There is no need to make weight tracking an arduous task, so we have a simple solution to meet your needs.*”

The key thing that WTA should be achieving is to be as simple as possible and to achieve the goal it is set out to do. The evolution WTA could have is through potentially creating a user feedback channel to envision what new features can be created to better support the user in their endeavor.

* Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.

WTA uses 7.0.0 Nougat (API 24) which currently shows support for 73.7% of the devices on the market. WTA should successfully run on any version that is 7.0.0 or higher. Components from higher versions have not been considered so as not to create complexity of backwards compatibility upon launch. If further needs are addressed from newer components, they would have to be integrated in a way that maintains compatibility, not reduce it. This can be executed similarly to how the SMS notification was implemented.

* What permissions will your app ask for? Be sure these are only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?

The only permissions requested in WTA is for SMS notification. This is the only one needed as there is an SMS notification option within the overflow menu. There is no other need to request for permission as no other data is accessed. Reducing app permissions requests is best to ensure a secure application.

* What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.

Monetization would be through advertising, with an option to purchase a premium license to remove advertising. Since this application is intended to be simple and not required to be an arduous process it doesn’t make sense to promote E-commerce or a paid app off the bat. Subscription seems overkill for something that you touch 5 minutes a day. This leaves advertisements which should be minimally disruptive and an in-app purchase for a premium account. This should allow for better adoption since it will be free. Other monetization schemes will likely dissuade users from adopting WTA.