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Module 2 Milestone

I am choosing Option 3: Weight Tracking App. The main purpose of this application is to first create a username and password to log in, enter a goal weight, and then every day enter a weight and when you hit your goal weight inform the user that the goal is reached. There needs to be 3 tables that hold the username and password, the goal weight, and all the daily weights. I would assume we are using a SQL database since we are dealing with tables, and NoSQL is less structured. For user interfaces there needs to be a login, create account, add/change goal weight, and add daily weight. These in turn should print out a chart to show daily weight and goal weight, and some sort of notification when the goal is reached.

There are really two distinct types of apps that are in the weight tracking category. The majority of them are weight loss like Lose Weight App for Women / Men or Calorie Counter - MyNetDiary, and there are a handful designed for weight gain like Weight Gain: 30 Days Diet Plan. Every single weight tracking app that promotes weight loss is connected to some sort of meal plan / calorie tracker, or workout plan (usually HIIT), or both. Interestingly enough this is the exact same for weight gain, although those are more focused on weightlifting and getting enough protein.

The target audience for this type of application is anyone that is concerned about their weight, be it losing weight or trying to gain weight. I feel like the largest number of users would be wanting to lose weight, and it shows with a simple search of the weight apps. There are tons of them already and you would have to have something groundbreaking to get any traction in that market. It would be way easier to market to weight gain users, but even that wouldn’t be easy because there is a decent amount of those apps and calorie counters anyway. The group that I would go after is parents of newborns. My sister just recently had another baby and she and her husband are constantly talking about his weight. While there are a couple of apps designed to keep track of newborn and toddler weights, there aren’t that many. You could possibly compare the baby’s weight to a database of weights to age and show a percentile, cause that’s another thing I hear all the time. The time to engage with this app would be minimal, since you only need to enter a weight once it is set up.