The weight tracker app is in its finishing steps and as such the launch plan needs to be outlined. The application is used to track the users’ weight until a goal is reached. As such the icon should be an image of a clipboard with WT for weight tracker on it. The clipboard should be white and the letters should be blue in keeping with the apps theme. The description for display in the app store is “Assists user in reaching weight goals in record time by tracking weight changes over time.” The application will run on versions of android running API 28 “Pie” Android 9.0 or below, it runs on over 90% of android models in use today (according to android studios). The application will request permissions to send notifications via SMS text to notify the user when they have reached their goal.

Monetizing the application will begin with partnerships in the fitness and health market. We will add small advertisements to the bottom of the accessory pages; the developers planned for this and left ample space. The main page will be add-free but when the user adds a weight or edits a weight the advertisements can appear below the functionality. This ensures the advertisements do not detract from app functionality and allows the application to be downloaded/used without cost to the user. According to BuildFire.com “91% of all app downloads were unpaid in 2013” (Hughart, 2024). The download free app trend continues to this day, making the in-app advertisements a good choice for establishing a wide user base. Future versions can introduce additional functionality such as a food journal for a low annual upgraded membership fee.

This strategy will be especially effective as we update the versions based on user feedback. Surveys/feedback about the application theme, icon, functionality should guide future revisions. In the unlikely event feedback establishes a need for a new theme for the application a social media challenge to redesign will increase engagement and may lead to additional users.

Resources

Hughart, N. (2024, September 21). *10 effective ways to monetize mobile apps*. Buildfire. https://buildfire.com/ways-monetize-mobile-app/