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**Weight Tracker Launch Plan**

**A screenshot of a phone

AI-generated content may be incorrect.**

**Introduction**

The Weight Tracker app is a lightweight, user-friendly application that allows users to log, monitor, and manage their daily weight records. The app supports setting a personal weight goal and can send SMS notifications when a user reaches a goal. Key features include:

* Easy input of daily weight entries.
* Ability to view, update, and delete records seamlessly.
* Multi-screen views.
* Goal management functionality with optional SMS alerts.
* Clean and intuitive grid interface for displaying records.

Health-conscious individuals, fitness enthusiasts, amateur and professional athletes, and anyone tracking or monitoring their weight is the target audience of this application. This is a rapidly growing demographic; according to Grand View Research, the global fitness app market was valued at approximately 10.59 billion (USD) in 2024 and is projected to grow to over 23 billion by 2030 (*Fitness App Market Size & Share | Industry Report, 2030*, n.d.). This market growth highlights the increasing demand for accessible, user-friendly tools like Weight Tracker that help users stay engaged with their health and fitness.

**App Store Description**

Weight Tracker helps you reach your fitness goals by streamlining the process of logging and monitoring your daily weight. Effortlessly record your progress, set personal goals, and stay up to date with SMS notifications. Designed with a clean and intuitive user interface, Weight Tracker makes it easy for everyone to stay engaged and motivated. Download for free today!

**Icon**

The app icon will feature a minimalist design of a traditional balance beam scale. The primary color will be a popping red, chosen for its visibility and association with energy and motivation in marketing material. The clean lines and recognizable form of the balance beam scale will help the app stand out on crowded home screens. This design will ensure clarity while catching attention and conveying the purpose of the app immediately.

**Supported Versions**

The Weight Tracker will initially launch exclusively on Android, with the possibility of future iOS releases based on user demand. The Weight Tracker app will support:

**Minimum:** Android 7.0 (API 24, Nougat)

**Target Version:** Android 15 (API 35, Upside Down Cake)

Supporting Android 7.0 and above ensures compatibility with the majority of the devices on the market, while targeting API 35 ensures the app can leverage the most current features and platform optimizations on devices that support them. The app is built with compileSDK 35 and targetSDK 35.

**Permissions**

The app requests only the necessary permissions. The app requests SEND\_SMS to send users SMS alerts when they reach their weight goals, and this only works if the user has granted permission. Permissions for device components such as the camera or GPS are not requested by the app. The manifest set the telephony features as required=false, ensuring the app can install and function on Android devices without SMS capability. These decisions were made to respect the user’s privacy in a time when user trust can be hard to build.

**Monetization**

The initial launch will be both free and ad-free. The goal is to build a strong userbase and prove the demand for the app. As the userbase grows and users demand more features, in-app purchases could be leveraged to meet these demands while monetizing the app. Features like data exporting, charts, or cloud syncing are good candidates for this type of monetization. Another avenue would be an ad-free subscription if ads are ever introduced. Starting ad-free can help foster a strong userbase which can help shape feedback and drive future monetization.

**References**

AppBrain. (2025, June 23). *Android OS version market share over time (Jun 2025)*. https://www.appbrain.com/stats/top-android-sdk-versions

*Fitness App Market Size & Share | Industry Report, 2030*. (n.d.). https://www.grandviewresearch.com/industry-analysis/fitness-app-market