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**App Launch Plan**

Our app icon should be simple and to the point, just like our application. Perhaps a stylized line graph shows that your weight loss is being tracked. The description will be straightforward as well. The most prominent theme that I want to convey with this application is that it is clear and easy to use. No one should ever have to go into the settings with our application.

***“This app is an effortless weight tracking application. Enter your current weight and your goal weight, and the application will notify you daily to ensure that you log in to enter your daily weight. From this information, the application will create a simple line graph that you can use to better visualize and track your weight loss over time.”***

Our application will run on most android devices up to android 10.0 (Q). The application is very minimal in the resources that it needs to run so it should be able to run on any version of Android. The application will ask for minimum permissions. The most considerable permission that the application will use is the ability to notify you daily that you need to enter your daily weight. Because our application is simple, we do not need access to private information such as your microphone or camera, reducing security concerns and costs. The app does ask for permission to text and notify you.

Monetization is interesting; I don’t think this application is complex enough to warrant a subscription where someone would pay monthly. The two options I see going forward are

1. We charge a one-time small fee (under $3)
2. Advertising

The one small-time fee seems like a better route to me because users will be able to have a low bar of access. Advertising as well is always a good option for monetization, mainly if we can get targeted ads such as fitness and gym memberships.