Danica Hesemann

CS 360

12/12/2021

Project Three: App Launch Plan

After completing my weight tracking application, I will need to make a Google Play Developer account, paying the fee and accepting the Developer Distribution Agreement. From there, I will test the app thoroughly, ensuring it meets all quality guidelines and the requirements of the Developer Program Policies. Then, I will begin planning the application’s play store listing.

I think a suitable icon for this app would be a simple image of a bathroom scale on laid over a calendar, following a color scheme similar to the app’s, using mostly white, blue, and black. The icon will convey the main functionality of the app as weight tracker intended to be used every day. I think it will be beneficial to make the description clear and concise, something along the lines of: “Set a goal and track your progress to lose, gain, or maintain your weight”. This tells the user about the primary purpose of the app to track the user’s weight, and it also highlights a couple of features. The description points out the ability to incorporate a goal, and it calls attention to the inclusion of goals to gain or maintain weight in addition to losing weight. There are many apps on the market to track weight, but few take into account people who may want to gain weight or stay at the same weight.

My weight tracking app will target Android 11 (API 30), per the current requirement. I also intend to test it with Android 9 and 10 (APIs 28 and 29) and account for differences in navigation, screen space, privacy requirements, and more to ensure it can run on older versions of Android. The only sensitive permission required for the application is SMS permissions to send text messages (android.permission.SEND\_SMS in the manifest) notifying a user that their goal was reached.

I want the app to be free to use, so I will rely primarily on advertising to monetize it. Space on the bottom of the dashboard could be used for banner apps, but I think a stronger option is incorporating interstitial (full screen) adds after the user records a daily weight or updates their goal. Other than the app itself, I have no products to market and there is nothing to buy inside the app, so advertising seems like the best option. Longer term, if the app is successful and I have time to dedicate to the project, I do think it could be a good idea to create a premium version that is free of ads and includes additional features like articles, community discussions, workouts and recipes tailored to the user’s goals. That could also be a good opportunity for partnerships with other companies, and data-driven strategies could be more effective when there is more content for users to access.