# Weight-Tracking App – App Launch Plan

1. **What will be included in your app’s description, and what kind of icon will best represent your app once it is made available in the app store?**

I’ve designed and developed a weight tracking app that allows users to track their daily body weights in order to aid them in reaching their goal body weight. The description of the app will be a brief summary that describes its purpose and intended use. It will inform users that the app is a fast and easy way to track their weight with an easy-to-use interface. Users will also be able to set their goal weight so that they can see their progress and far they have left to go. The apps icon will be a simple design that resembles a digital scale. It will be a rounded rectangle with another rectangle centered at the top that mimics the digital display. Similar to this:

1. **Which versions of Android will your app run on? Have you included the most current version? Note that each version of Android introduces new components that add consideration and challenges in the development.**

My weight tracking app has been designed to run on Android 15.0 but can also be ran on Android 14.0. These are the two most current versions of Android, and the target API is 35 while the lowest API is 34. Even though the app is targeted towards newer versions, it will also be backwards compatible with older versions because our activity classes extend AppCompatActivity which provides backwards compatibility for UI elements and functionality across different API levels.

1. **What permissions will your app ask for? Be sure to only request permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?**

The only permission that the app will ask for is to send SMS messages. This is used to notify users when they have reached their goal weight. If the user wishes to not allow SMS messaging permission, the app will still function as intended, only without the messaging feature. This permission is requested once a user logs in for the first time on a device.

1. **What is your plan to make money from the app? Consider whether your app will include ads and require a one-time payment or neither.**

The app will be free but there are a few ways that this app can be monetized. The first way will be through advertisements. There is a lot of free space on the UI that can be used for advertisement space for companies that we believe our user base would be inclined to interact with. This could be other fitness and health related companies and services. Another form of monetization that we can utilize is in app purchases. We can partner with other companies to offer our users services that can assist them in reaching their goals. This can include meal plans and personalized coaching.