Elliot Collins

CS 360

Mobile Architect & Programming

Project Three

**App Launch Plan**

“All the motivation you need to maintain a healthy lifestyle and both physically and mentally. The Weight Loss App is better than any workout partner you could find. All you need to do is provide daily weigh-ins for the application to provide you with an accurate and comprehensive illustration of your weight-loss journey. Using this app to see how far you’ve come on your journey will help motivate the user to continue sticking to their diet/fitness plan.” This description on the app store will be simple but descriptive enough to entice a customer looking for an app meet their needs. The app will be marketed with an icon of a downward-trending graph in front of a smiling face. Under the assumption that the user is browsing the app store for weight loss apps, this icon should grab their attention as it illustrates weight loss as well as satisfaction.

The application has been developed and tested using the Android 11 operating system. Our development company is committed to maintaining our applications and responding to the user’s needs. As newer version of the android operating system are released, we will test and roll out updates when necessary to keep our application functioning at the highest level.

The user’s privacy will be completely protected when using this app. We do not ask for any personal information, not even an email address. You submit a username and password to log into the app just so we are sure that your account has the permissions required to use it. The app will ask you in the dashboard if you would like to enable SMS notifications. If selected, the app will push a notification to you once you reach your goal weight. The app will not ask to record any data outside of the app and will never run in the background. No sensors are required to use the app and therefore won’t ever be enabled.

There are several options for monetizing an app of this nature including a one-time purchase, in-app ads, or a subscription fee system. Microtransactions are a good monetization model for applications, but I don’t think it has any place in the type of app we are selling as there are no additional features you could sell in the app as of right now. If we come up with additional features in the future, we could monetize each of them or package them and offer a premium version of the app.

A one-time purchase model is a good way to make a lot of initial sales, but it may not motivate us to continue iterating improvements into the app because once the app has been sold, we may not continue earning revenue even if the app is being used a lot.

In-app ad-space is definitely a viable option for monetizing this app. We will continue making money as users continue using the app. Additionally, if the app is doing well (being used by many users), we will have more demand for companies wanting to advertise in our app. The reason I don’t want to include ads in our app is because it hinders the user’s experience. Ads will take up a lot of space on the screen and have been known to slow down processing time in applications. We could put out a free “with ads” version alongside a premium “no ads” version. But with a positive user experience in mind, I’ve chosen not to release an app with ads in it.

The best monetization option for both our company, and the users, is a subscription fee. The subscription will be a low fee, only a couple of dollars. But the ethos behind this application is that it is a lifestyle app to be used every day. People looking to be healthy are on a constant journey to reach and maintain a healthy weight. This app will be so user-friendly that users will want to log in and log their weights all the time and therefore we will retain subscribers for a long period of time. Instead of making a lot of money at first and then having revenues drop, this model should allow us to have a consistent influx of revenue, allowing us to fund updates and additional features to the app and keep our customers renewing their subscriptions each month.