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**App Launch Plan: AppetiteLab**

**Why AppetiteLab?**

We get it—it’s hard to resist cravings, and understanding why we make certain food choices can be tricky. What you grab at your favorite fast-food spot doesn’t always match what you buy at the grocery store, leaving you with ingredients you might never use.

AppetiteLab is your personal food laboratory, designed to help you experiment with and understand your dietary habits. With the power of AI, we’ll analyze your cravings and grocery habits to create a well-organized pantry and personalized meal plans. Think of it as transforming your kitchen into a culinary playground, where those fast-food cravings can be satisfied with meals made at home.

Say goodbye to wasting money on that broccoli you never cooked, and hello to a smarter, budget-friendly way to enjoy the flavors you crave. AppetiteLab is here to bridge the gap between what you want to eat and what you already have, helping you save money, reduce food waste, and enjoy delicious meals right from your pantry.

**Overview**

"From Fast Food Cravings to Homemade Savings: AppetiteLab helps you transition from quick fixes to thoughtful, personalized meals. This app learns from your favorite fast-food choices to create customized meal plans that align with your pantry inventory and preferences. Organize your pantry, track expiration dates, reduce food waste, and enjoy budget-friendly, home-cooked meals tailored to your taste!"

**1. App Description**

The following description is crafted for potential users to understand the core functionality of AppetiteLab:

**"AppetiteLab helps you organize your pantry, keep track of expiration dates, and plan meals that align with your unique food preferences. Powered by AI, this app learns from your favorite fast-food choices to create customized weekly meal plans. Track your pantry items, set reminders, and easily incorporate fresh produce that doesn’t expire. Perfect for anyone looking to streamline meal planning, reduce food waste, and personalize their eating habits. In future updates, AppetiteLab will offer weight management support to help users reach their health and fitness goals."**

**Icon Design**

The icon for **Appetite Lab** combines a clean, modern aesthetic with familiar fast-food imagery to make it instantly recognizable and relevant to the app's focus. The icon features a simple line drawing of a burger and drink cup, symbolizing the fast-food cravings that the app aims to help users manage and replicate at home.

**A white outline of a burger and a drink

Description automatically generatedA black and white logo

Description automatically generated**

This minimalistic design is bold and straightforward, giving it a professional look while also maintaining a friendly appeal. The combination of these elements with the app's name **Appetite Lab** in a stylish, sans-serif font reinforces the app's mission to blend science and taste. This icon is easy to identify and will stand out in app stores and on users' devices, effectively conveying the app's purpose of understanding food choices and managing cravings in a smart, AI-driven way.

**2. Supported Android Versions**

AppetiteLab supports a broad range of Android devices and is optimized for the latest features:

* **Minimum Android Version**: Android 7.0 (Nougat), which allows compatibility with most active Android devices.
* **Target Android Version**: Android 14, ensuring the app benefits from the latest performance enhancements, security features, and system optimizations.

Supporting Android 7.0 and up allows AppetiteLab to reach a wide audience while leveraging newer Android features for an enhanced user experience.

**3. Permissions Requested**

AppetiteLab requests only essential permissions to ensure user privacy and avoid unnecessary access:

* **SMS Permission** (android.permission.SEND\_SMS): Used to send reminders for pantry item expiration dates. If denied, the app will still function normally, but SMS reminders will be disabled.

The app handles permission denial gracefully and does not rely on permissions beyond what is required for the core functionality. Users are notified if an SMS reminder cannot be sent due to lack of permission.

**4. Monetization Strategy**

The monetization strategy for AppetiteLab is a **subscription-based model** with a free trial, designed to provide users with a taste of the premium features before committing to a paid plan:

* **Subscription Options**:
  + **Monthly Subscription**: Access to premium features on a monthly basis.
  + **Yearly Subscription**: Access to premium features at a discounted yearly rate.
* **Free Trial**: New users receive a one-week free trial to experience all premium features, including personalized meal planning and future weight management functionalities.
* **Free Version**: Basic pantry management and expiration tracking are available in the free version to give users a functional, introductory experience of the app.

This model provides an entry point for casual users while incentivizing committed users to subscribe for full access to advanced features.

**5. Additional Components**

**Proguard Configuration**

For optimized performance, security, and smaller APK size:

* Proguard settings are included in the build.gradle file.
* Minification is set to false during the initial development phase but should be enabled for the release to ensure code obfuscation and reduced APK size.

**Java Compatibility**

The app is developed with Java 8 compatibility (JavaVersion.VERSION\_1\_8), which is supported from Android 7.0 (Nougat) onward, ensuring modern programming features and smooth compatibility across all supported Android versions.

**6. Future Development**

* **AI-driven Cuisine and Meal Planning**: Current development focuses on recognizing fast-food preferences, but future updates will include multi-cuisine weekly plans and user-defined dietary goals.
* **Weight Management Integration**: AppetiteLab aims to introduce weight and fitness tracking as part of the premium offering, helping users achieve health and dietary goals through meal recommendations.
* **Enhanced Personalization**: AI capabilities will expand to allow users to specify weekly preferences, such as multiple cuisines or specific dietary restrictions.

**Summary**

AppetiteLab is a powerful tool for pantry organization, meal planning, and personalized dietary recommendations. With its blend of AI-driven recommendations and future weight management features, the app aims to deliver a comprehensive food management solution tailored to individual preferences. The app will use a subscription model to support ongoing development and innovation, while a free trial will allow users to explore its capabilities before committing to a paid plan.

