**WeightSmart — App Launch Plan**

Describing the application and determining the instore presentation is critical to any apps success. Below features key experts that will be featured into the google play store page:

WeightSmart is designed to be a straightforward but robust data driven weight tracking application. It allows users to create accounts, log weights, and view historical weight data stored within the app. The app will allow users to transform and analyze their data to gain insight into weight change trends. SMS notifications can be enabled for reminders and view your weight records in an easy to read sortable table.

* **Fast logging:** Add a weight with date and time (12-hour AM/PM).
* **Goal tracking:** See your current weight versus goal with clear labels.
* **Sortable table:** View and manage entries in a paginated list (10 per page).
* **Private by design:** Data stays on your device. No cloud account is required.
* **Optional reminders:** Local notifications help build a daily habit.
* **Upcoming Premium (one-time unlock):** CSV export, a trends graph, and visual themes.

In order to grab user attention certain keywords will be woven in naturally: *weight tracker, weight log, body weight, weight loss, weight gain, health, habit, goals, reminders, notifications, chart, CSV export.*

**Current Release:**  
Initial release with fast logging, goal setting, sortable table, and reminder notifications.

**Screenshots/video will be featured showing functionality of app on play store:**

1. Home with welcome + current/goal weights
2. Add weight flow (date/time pickers)
3. Table view (10 per page) with delete action
4. Settings/Reminders screen
5. Premium teaser: CSV export dialog and graph preview  
   Include light and dark mode if supported.

**Prior to Release:**

Adaptive icon designed with app branding will need to be completed as app is still using the default android icon. Additionally, additional functionalities will be built into the app including the graph portion, advanced data analytics, csv exporter, and customization. These attributes will be tied behind the premium version of the application, more on this to follow.

**Android Version Support & Platform Notes**

* **minSdkVersion:** **26 (Android 8.0, Oreo)**
  + Current design incompatible with SDK 24. Major overhaul required to deliver product to Android 7.0 Nougat
* **targetSdkVersion / compileSdkVersion:** **36** — current as of development; ensures modern permission behavior
* Application is currently only designed for phones running android
  + Future builds will work towards developing functionality for other screen sizes

**Permissions (Request Only What You Need)**

Your app is designed to be privacy-friendly. At runtime the application requires POST\_NOTIFICATIONS to post reminder notifications. Currently, POST\_NOTIFICATIONS use is minimal within the app but it is core to WeightSmart’s ideology to engage with the user and as such will be increasingly necessary.

Optional features that require permission but are typically on by default include Internet and vibrate. Internet can be used for crash reporting a feature that users will be able to opt into at final release and vibrate can be used for haptic feedback reminders.

SEND\_SMS is the High-risk permission currently implemented within the application. Users must opt-in to this feature and can opt-out at any time. This feature is currently being assessed as a necessity and may be removed to follow Google Play standards which Play restricts SMS to apps whose core purpose is SMS/telephony.

Read/Write privileges, contacts, camera, microphone, and phone state will not be used by WeightSmart.

**Monetization Plan**

WeightSmart will follow the freemium strategy. This features a free core with logging, goals, reminders, and sortable table with a low cost premium subscription via Google Play Billing for features such as the advanced data analytics, interactive graph, advanced customization, and CSV exporter. No ads will be featured on the free or paid version as health apps benefit from a clean and focused UX. A free trial for the premium version is being explored. A restore purchase action will need to be added into an expanded settings menu which will be worked on before release.

**Privacy, Data Safety & Security**

All weight data is stored on-device. User accounts will be stored in a database with sensitive information encrypted as it is already encrypted in app. Considering a future of store weight data in app and on cloud to allow use of WeightSmart across devices.

**Roadmap (near-term):**

* Optional cloud backup (Drive) with explicit consent and account picker.
* Multi-profile or tags (e.g., morning/evening).
* Widgets for quick add.
* Advanced table sorting
* Further analytics