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CS 360 Module 7

Daily Balance App Launch Plan

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Launching my app, **DailyBalance**, represents the culmination of careful planning and development. Preparing it for market requires thoughtful consideration of its description, compatibility, permissions, and monetization strategy. In crafting the app’s identity, I want the description to convey its primary purpose and appeal: "DailyBalance is a weight-tracking application that helps users monitor their progress and stay motivated on their journey toward achieving their health goals. With an easy-to-use interface, personalized notifications, and precise data tracking, it empowers users to take control of their wellness." For the icon, I envision something sleek and meaningful, such as a simple representation of a scale or a progress bar, visually appealing yet professional, to reflect the app’s purpose and style.

The app will be designed to run on Android versions starting from Android 8.0 (Oreo) and will also include compatibility with the most current version. This approach ensures accessibility for a wide range of users while incorporating features introduced in the latest Android releases. Supporting newer Android versions allows the app to remain current while maintaining functionality for users with slightly older devices.

In terms of permissions, the app will only request what is strictly necessary to ensure transparency and user trust. It will ask for permission to send SMS notifications, allowing users to be notified when they reach their goals, and for internet access to enable potential future updates or integrations. The permissions requested are intentional and aligned with the app’s core functionality, ensuring there are no unnecessary requests that might compromise user confidence.

The app’s monetization strategy will be thoughtful and user-centered. To maintain accessibility, DailyBalance will be free to download, with no upfront costs. However, the inclusion of minimal, non-intrusive advertisements can help generate revenue without detracting from the user experience. In the future, I may consider offering premium features, such as advanced analytics or integrations with wearable devices, as optional upgrades, ensuring the base app remains functional and valuable for all users.

This launch plan reflects the time and care I’ve invested in making DailyBalance an app that is not only functional but also user-friendly and market-ready. I am proud of the work I’ve accomplished and excited about the possibility of sharing this app with a broader audience as I continue to grow as a developer.