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**App Launch Plan**

The Weight Tracking App is designed to help users monitor their daily weight, set and achieve their goal weight, and visualize their progress over time. The app’s description will emphasize its user-friendly approach to weight tracking and goal setting, highlighting features like daily weight entry, progress visualization, and goal achievement notifications. It will also mention the app’s focus on user experience and simplicity. The app icon will be a decorative visual portrayal of a weighing scale. The icon will be designed to stand out on the app store and convey the app’s primary function at a glance. The app will be designed to run on Android devices running Android 8.0 (API 26) and above. By including Android 8.0 as the minimum supported version, we ensure compatibility with a wide range of devices while still being able to leverage modern features and optimizations introduced in later Android versions.

The app will only request permissions that are essential for its functionality. We will need storage permission, which is required to store and retrieve user data such as weight entries and goal settings. The app will also need internet permissions, which is necessary for accessing the server for user authentication, data retrieval, and notifications. Lastly, post notification permissions will be required for ongoing notifications, such as goal achievement alerts. All other permissions will be avoided to maintain user privacy and minimize unnecessary access to device resources. Some of these permissions are not yet utilized in the initial release of the app.

The app will be free to download and use. The app does not current have features or functionalities related to generating revenue or monetizing its services. However, if successful, it will include interstitial/full screen ads, which means ads are placed at natural pause points, like when adding a weight goal. The goal is to make sure that advertisements will not obstruct user interaction and is related to health and fitness products. Additionally, the app will offer a premium version via in-app purchases. This allows users to remove advertisements and take advantage of future additional features, like charts and graphs with advanced analytics. This monetization strategy aims to provide user with a choice between a free, ad-supported experience and an ad-free, premium experience for a one-time fee.

**References:**

Hughart, N. (2023, January 25). 10 effective ways to monetize mobile apps. BuildFire. <https://buildfire.com/ways-monetize-mobile-app/>

Pham, D., & Alexa, M. (2023, March 15). *Recommended minimum SDK version for Android Projects*. MeguMethod. https://www.megumethod.com/blog/recommended-minimum-sdk-version-for-android-projects#:~:text=We%20have%20provided%20several%20recommendations,26)%20as%20the%20minimum%20version.