App Launch Plan  
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**App Launch Plan: Goal Calorie**

**Description and Icon:**

GoalCalorie is a weight tracking app designed to help users monitor their daily weight and progress towards their weight goals. The app's icon will feature a target with a fork as the arrow, symbolizing the aim for a balanced and healthy lifestyle. The colors of the target will be inspired by classical target archery. According to Rose City Archery (2024) the center depicted in yellow, is known as "the gold," representing the ultimate goal. Surrounding the center, the colors will follow the sequence of gold, red, blue, black, and white. This color scheme not only adds visual appeal to the icon but also symbolizes the user's journey towards achieving their weight targets, with each color representing a milestone along the way. The fork, depicted in white, signifies precision and determination in reaching these goals. The app's description will further highlight its user-friendly interface, efficient tracking capabilities, and motivational features to encourage users in their weight management journey.

**Android Compatibility:**

Goal Calorie will be optimized to run seamlessly on Android devices operating on versions 5.0 (Lollipop) and above. As part of the Android Compatibility Program (2023), the app will be designed to ensure compatibility with the most recent Android version available at the time of launch. By adhering to these compatibility standards, Goal Calorie will provide users with a smooth and reliable experience, leveraging the latest features and enhancements offered by the Android platform.

**Permissions:**

Goal Calorie will only request permissions that are essential for its functionality. These permissions include read and write access to external storage, which is necessary to store user data locally and ensure seamless data retrieval. Additionally, the app will require access to the internet to enable synchronization of user data with cloud storage, ensuring data backup and accessibility across devices. Network access will also be required to facilitate communication between the app and external servers for features such as updates and notifications. While access to device location is optional, it will be available for users who opt for location-based services, such as weather integration or local fitness events. Goal Calorie is committed to prioritizing user privacy and security and will not request unnecessary permissions, such as access to phone audio recording. Mourya (2024) explains that runtime permissions will follow the basic procedures outlined below, For example, declare permissions in the manifest. The app will specify permissions like *android.permission.READ\_EXTERNAL\_STORAGE* and *android.permission.INTERNET* in the AndroidManifest.xml file to ensure proper functioning. Check permission and request permission at Runtime: Before performing actions requiring permissions, the app will use *ContextCompat.checkSelfPermission* to verify if the necessary permissions are granted. If permissions are not granted, the app will use the *requestPermissionLauncher to* dynamically request them from the user. Handle Permission: Goal Calorie will define a *requestPermissionLauncher* using the *RequestPermission* contract to handle permission requests and responses etc.

**Monetization Plan:**

For the monetization plan, Goal Calorie will offer a freemium model with both free and premium versions available to users. The free version will include basic features such as weight tracking, goal setting, and progress visualization, supported by non-intrusive advertisements. Users can upgrade to the premium version through a one-time payment to unlock additional features such as ad-free experience, advanced analytics, and personalized coaching tips.

To complement the monetization strategy, Goal Calorie will implement a robust marketing plan leveraging social media platform such as TikTok, Instagram, and Facebook. Playwire (2022) shows that a good monetization strategy includes charging a download fee, subscription model, freemium options, in-app advertising, affiliate marketing, data monetization, and transaction fees. Therefore, Goal Calorie app will collaborate with influencers and public figures in the health and fitness niche to create engaging content and promote the app's features and benefits to their followers. These influencers and public figures will share their experiences with Goal Calorie, demonstrating how the app has helped them achieve their fitness goals and maintain a healthy lifestyle.

Through strategic partnerships and collaborations with influencers and public figures, Goal Calorie aims to reach a broader audience and increase brand awareness among fitness enthusiasts and health-conscious individuals. By harnessing the power of social media and leveraging the credibility and reach of influencers, Goal Calorie seeks to drive user acquisition and engagement, ultimately contributing to the app's success and long-term growth in the competitive mobile market.

Overall, Goal Calorie's launch plan emphasizes user-centric design, compatibility with modern Android devices, transparent permissions management, and a sustainable monetization strategy to support long-term app growth and success in the competitive mobile market.

**References**

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