Mobile App Development Proposal
Project Title: EarthWeight
Prepared for: Mobile2App Company
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Part I – Project Goals

I have chosen to undertake the development of a simple weight tracking app. There are many weight-tracking apps existing on the market, and this app is just meant to be a very simplistic addition with minimal features. While many of these apps encourage reporting data related to diet and exercise, and purportedly analyze this data for the user, our app is going to be free to use and simplistic in function in that it is solely an app for tracking weight. Many individuals go on weight loss or weight gain journeys.

The features included will be a login/signup screen which will include a method that prompts the user to obtain basic information about the user such as their name, age, gender, whether they want to gain or lose weight, and their starting weight. The app will issue a warning if the user's goal weight is significantly lower or higher than a "healthy" BMI for their age, gender, and height. This is to discourage individuals with eating disorders from using the app for unhealthy purposes. However, the user may override this warning, since BMI is not always a helpful measure for a healthy weight, as is the case for athletes who carry a lot of muscle. However, since this app is simplistic, it will not offer any features beyond this such as body fat analysis or tracking. It will simply issue this warning which will say, "Warning: Your reported goal weight is outside the ranges of a healthy BMI for an average person of your height, weight, and gender." Then there will be a button to "change goal weight" or a button to "proceed anyway." After this warning is bypassed, this other demographic information will not be referenced again, except to address the user by their first name.

The main application setup will feature a screen that shows changes in weight over time and a database with three tables; one to store the user's daily weight, one to store the user's goal weight, and one to store the user's login information. The app will include methods that will result in a daily prompt for the user's weight, which will be recorded in the table. Lastly, if the situation arises where the user's daily entry for their weight is greater than or equal (if the user wants to gain weight) or less than or equal (if the user wants to lose weight) to the user's goal weight, the application will notify the user of this and congratulate them.

Part II – Market Comparisons

To compare our app with several existing market alternatives, I will examine "Noyoyo - Weight Tracker by Obvio s.r.o which has over 5k downloads and "Moniter your Weight" by Husain Al-Bustan which has over 1 million downloads.

The biggest differences between my app and Noyoyo is their inclusion of body fat as a metric, their recommended weight loss plan based on an analysis, where they outline a weight per week loss or gain and for how many weeks based on the user's start and end point. They also include weighing tips on how to weight oneself accurately, weigh in notifications, the option to of a paid "pro" membership, and the option to connect with your Google account.

The application "Moniter Your weight" allows for additional customization as well when first interacting with it, including inquiring about the user's preference for different weight units (pounds, kilos, stones) and energy units (calories, joules). This application asks for much more detail on initial setup, including date of birth, heigh, gender, body frame (small, medium, large whatever that means), start weight, start date, target weight, target date, lifestyle (level of exercise and activity) and the option to customize the theme color of the application. The

interface proved extremely annoying to use, with me having to click through each of the 12 months in a year to change the year at all from the default, 1980, and no option to easily capitalize name, etc. The app shows a history tab for tracking weight as well as a "graph" tab that performs some crude mathematics to generate a graph for trends over time.

I am harsh on this app because of how many downloads it has (1 million) and the fact that the entire app looks extremely unprofessional, ugly, and is difficult to use. I am not at all surprised that such an app is as popular as it is, because very few of these weight tracking apps come as a zero-cost option as well as provide only the simple feature of weight tracking without all of the bells and whistles. This market analysis shows a great need for our app and that it would not be a redundant product to create. Looking at the available apps on the market which provide similar functionality will serve as a guideline on what to avoid.

Part III – User Types

Let us identify 3 potential users of this application. Individuals trying to gain weight, individuals trying to lose weight, an individual who wishes to track their current weight changing patterns.

The first type of user is someone who is on a weight gain journey. Many people wish to gain weight whether they are athletes or bodybuilders wishing to put on lean muscle mass or bulk, those recovering from an eating disorder like ARFID or Anorexia, or people who are under weight for whatever reason and wish to gain weight for their health. Many weight tracking apps disregard these individuals, making them feel like they must be alone in their struggle of trying to gain weight. The media and general culture do enough of this, assuming that anyone who struggles with weight or eating must be overweight. Our app will ensure no discrimination, with

neither scenario being the default and the app remaining neutral when prompting the user for this information.

The math for a user who wants to lose and gain weight is very similar but will still be written with different code, likely two unique methods/functions. The second type of user are those who wish to lose weight. With the hundreds of apps intended for these individuals, our app will hopefully differentiate itself with the zero cost, simplistic interface, and ease of use. It will not make any assumptions, judgements, or recommendations for scheduling weight loss but will simply track the user's progress and allow them to set their own goals.

The third type of user is anyone who wants to track natural patterns in their weight over time. This could be an athlete such as a wrestler or weightlifter or a model. Our app's sleep and simple design will allow them to conduct this tracking free of charge.

Within all of these potential user bases, there is a variety of time frames they may be using the app for.

All in all, we have addressed the goals of our applications, the market need for it, and the most likely user bases it will be marketed for. This project will be a good opportunity to showcase the simplicity and ease of use of Android Studio, and to practice our app development skills.

Sources Cited:

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