CS360 Project 3 – Launch Plan

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***App Description***

*We developed a weight tracking app that seeks to provide customers with an intuitive way for tracking their weight loss goals. Through tracking weight overtime and notifying the user when they meet their goals, users can stay motivated, inform and celebrate when they reach their goals. User has the capability to add their goal weight and their current weight. Every day, user can enter their weight and see how their weight has changed overtime. This is viewed from a grid. There is also the capability for the user to update the day, so if they made a mistake, or they reweighed for that day, it can be changed. Deleting a record is also possible in the application.*

***Icon Design***

*To attract users to our app, it is important to have an icon. A general design that could be created is a modern weight that has an upward arrow, which would symbolize the progress the user would have. We can either have a blue color scheme to signify heath and trust, or maybe red and orange to signify weight loss.*

***Version Compatibility***

*Our app is compatible from Android 9.0 (Pie) to Android’s current version. This makes it so we are reaching a large user base, as we support older and newer versions of android and its features.*

*We want to ensure that the user base that has older versions of android are not excluded from our potential users. We also want to support the latest version, as we may leverage new features for a more modern user experience. This also allows us to prepare for new Android updates as they are made.*

***Permissions***

*We only request permission for sending SMS message to the user when they reach their goal weight. No other permissions are necessary, like camera access, phone audio, or location. As we prioritize user privacy, this is a crucial part to earn and keep trust through limiting the number of permissions requested.*

***Monetization***

*There are many ways we might support this app through generating revenue. Some potential monetization methods include :*

*- Freemium Model :The core features in the app would be considered free. However, we would have premium features that makes it easier for users to track their progress, like more advanced analytics, syncing with health apps, etc. This would be unlocked after a one-time payment.*

*- Ads :Non-intrusive ads can be implemented for free versions of the application. Health focused targeting from trusted partners would allow us to have positive returns for the company being advertised and app. User would be able to remove ads by upgrading to a premium version.*

*- In-app Purchase : Aside premium version, user could purchase themes or motivation packs for a more personalized experience.*

*- Subscription Model : This would replace the one-time payment model. Users would be monthly/yearly to use features like advanced analytics, syncing with health apps, etc.*

***Success Launch Recommendations***

*To make sure our launch is successful, we need to complete some things as the app goes out to users:*

*- Beta Testing : Prior to launch, we should have a beta version for a small group to provide feedback and identify bugs that might be in the app.*

*- Promotion : Work with influencers to have a promotional campaign. Offering new users features or free trails would incentivize new users to have the audience engage with the app.*

*- Ratings & Reviews : Have mechanisms to make ratings and reviews easy for users. Positive reviews can greatly influence new audiences to give the app a try.*

*- Updates : Making sure we roll out new updates consistently for fixing bugs, adding new features, and keep the app compatible with the latest versions of Android.*