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CS360

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CS360 App Launch Plan

For the launch of my app there are several things to be considered. I will go over the description and icon I plan to use for the app. The versions of Android my app will run on. I will go over the permissions my app will ask for. I will finally go over my plan for monetization.

My app tracks the weight of users and shows their progress. It also will let them know if they have reached their goal where they can update their goal. The Icon that will be used is that of a line chart. This was chosen to show the progress in tracking weight, as opposed to dumbbells or track shoes. I chose this because it is broad and covers everyone using the app not just fitness enthusiasts.

My app will stay up to date with the latest versions of Android. It can currently run the latest version and can run back many versions.

My app will need permissions for text messaging so that it can notify the user and possibly friends of a goal weight being achieved. The app will also need to check permissions for tracking background activity. This will be used to create targeted ads. The app will not need to get any other permissions.

The app will get money by showing ads to the users in between adding and updating new weights. The ads will be for exercise equipment as that will be the primary audience for the app. If the user allows for the app to track background activity the ads can be replaced to recommend personalized ads. The app will also allow for an ads-free version purchase to be made as a one-time purchase of $0.99.