**Weight Tracking App Launch Plan**

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It is important to have a plan to successfully launch an app. This document will outline the plan for my weight tracking app. I will first talk about what icon to use and how to describe the app. Next, I will talk about what version of android it will run on and what version it was built for. Then, I will mention the permissions necessary for the app. Finally, I will mention how I plan on monetizing the app. Planning out an app before you launch will make it far more likely to succeed.

The icon is one of the most important aspects of the app. It is similar to the cover of a book. Everyone always says do not judge a book by its cover, but a large majority do and will. The icon is one of the main ways that a user will see your app. The icon is front and center on the app store and is the first point of contact with the user. Leaving a bad first impression will cause a user to be less likely to download and use the app. The icon needs to be clean and represent the app. The icon needs to look professional and have a cohesive design. I think my icon should be either a simplified picture of a scale. It should feature similar colors used in the app. I think using a white background with a purple scale would work really well.

The next thing that the user sees is the description of your app. The description of the app is similar to the blurb on the back or cover in a book. The description should tell the user what to expect from the app and be concise. It should try to let the user get a feel and idea of what the app does and how it works in as few words as possible. In the description I will explain how the app tracks a user's weight. I will then tell the user that I wanted to keep the app simple and easy to use.

Knowing what versions your app can run on and what it was designed for is like knowing what language a book was written in. A book written in German is no use to someone who does not understand German. The same principle applies to my app. My app was designed for Android 9.0, or Android Pie. My app should be compatible with most devices with close to an 80% chance that my app will be able to run on an android device. I did not include the most recent version, because it would limit how many devices my app is able to run on. It is possible that in the future my app may use code that is depreciated. If that is the case I will have to update the app to a later version. Most of the recent versions of android support older apps so it should not be an issue until later in the future. I should keep my app updated anyway. I have found that user engagement and usage tends to be better on apps that are updated frequently.

Smartphones are basically little computers in our pockets. The average user is improving in their knowledge of how to use them and how to manage their privacy and security on them. I strove to use as few permissions as possible in my app. I am only using the SMS permission so I can send a text message to the device when the user reaches their goal. If the user is not comfortable with the SMS permission the app will work just fine and still find other ways to notify the user. I want the user to feel safe using the app. The user should not be worried that an app is malicious or that it is attempting to spy on them. Using as few permissions as possible helps set the user's mind at ease.

Finally, I must discuss my plans for monetization. Puting the app on the store is only the first step. It must be maintained. The work that went into the app and the work that will continue to be poured into the app needs a source of income. The easiest way to do that is to incorporate ads into the app, but I personally hate ads. I think it would work better as a one time purchase with the option for the user to donate to the developer if they want to give more. I believe that if the product is good enough you will get a solid user base and it will continue to grow. A one time purchase is the best option and it is possible to add other ways to monetize it in the future, such as a premium service that costs extra, but adds a lot of extra stuff. I think to start it would be best to just keep the app as a one time purchase with an option to donate.

I have outlined my plans for the app launch. I discussed the icon and the description of my app, that everyone will see on the playstore. I also discussed what android versions my device will run on. I talked about the permissions the app uses and why I feel like it is best to keep it to as few as possible. Finally, I talked about plans and ideas I could use to monetize the app. I worked hard on the app and it is not perfect, but with future updates it can become even better and I am still proud of what I have accomplished.