CS-360  
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Project Three - App Launch Plan

It is now time to prepare to launch the Weight Tracking App that was created for Project Three. The first step in getting this to the app store is to first test the app and make sure that all of the features are working correctly. I’ve been passing this app to my various family members and seeing their reactions and decisions as they navigate around the different pages, and used this to make adjustments to areas of the app that weren’t so clear. For example, having a ‘Sign in or Register’ button wasn’t too intuitive, so I ended up splitting them into two separate buttons in the login screen. I wasn’t able to create a visual graph using the user’s data points, but this could come out in a future update of the app (more info below). After testing has been completed, it is time to start creating the app page on the Google Play Store.  
  
 To get the app on the Google Play Store, we need to create a developer account, and pick out the app name, description, and icon to use. For the app’s name, I picked the name ‘Track My Weight’, which is pretty self explanatory, yet surprisingly not taken on the app store. I think a fitting icon would be a small dumbbell, colored solid white, on a blue or gradient blue background. I created a rough draft of what I would like the app icon to look like, and attached it at the end of this document. A lot of popular apps today have white icons, and it helps to make their central icon stand out against the background very easily. For the description of the app, I also went fairly simplistic and wrote: “Weight tracking app. Enter daily weight and check your weight history.”. The app will be considered a ‘tool’, and will have the tag ‘Health & Fitness’ so that users can find it easier.  
  
 The app will only ask permissions to send notifications, and doesn’t need any other permissions. There is no need for camera, microphone, or location data, so those will not be added to the Android Manifest.  
  
 In order to make money from the app, there are several different ways that it can be monetized. The first approach is to create in-app purchases to unlock a premium account for the app. This premium account would have access to new and more useful features, like maybe an interactive graph that makes visualizing weight easier, or maybe more control over the entry points and what you specify. Paying for a premium account could also unlock special training videos or workouts to help keep the user fit, or even meal plans and diets to follow. Another approach would be to add advertisements in the app for free users. Free users would need to watch ads either when they open the app, or when they click ‘Submit’ on new weight, and then it is only submitted after they finish the ad. This is a much more pesky approach, as it makes the user experience less enjoyable, but it does indeed make the premium account sound enticing so that they don’t have to sit through ads. There is certainly a chance that the user would look for a different app instead, and I’m also leaning more towards the first approach.

Below is the app icon I created in a photo editor (1024 x 1024)

