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**App Launch Plan: WeightTracker**

I built an app called WeightTracker. It is meant to help people easily track their weight and stay motivated. Lots of people want to get healthier but sometimes forget to track their progress or lose steam. WeightTracker lets you lose weight, set a goal, and even get a little notification when you crush it. Think of it as a mini, personal health friend.

When it is ready for the Google Play Store, the description will be brief: "Track your weight, reach your goals. WeightTracker helps you stay focused and when you celebrate you hit your target. Get a simple view of your progress and a little motivation when you need it." It is supposed to be calming, super easy to use, and friendly for everyone. The icon will be clean - a scale, a fitness symbol, or a target with a checkmark to show progress. I am thinking of soft, health-focused colors like blue green or to give it a peaceful, reliable vibe.

The app runs on Android phones, any version. I made it to work on Android 7.0 and up. I evaluated on its versions 10, 11, 12, and 13, and it worked great each time. Since I used basic Android tools like Edit Text typing for, Grid View for showing data, and SQLite for saving info, it does not accept much space, and it is fast. It does not need any fancy new libraries that would cause problems, so it should run on most Android phones without issues.

The app only asks for one permission: to send SMS messages. This is optional. If you type in your phone number when you log into your weight, the app will send you a text when you reach your goal to celebrate. If you do not allow SMS or leave the number blank, the app still works perfectly. You ‘always re-control in and are never forced to give access to anything you do not want.

Right now, the app is totally and free ad-free. I wanted the first version to be clean and simple, so people can trust it and enjoy using it. Down the road, there might be ways to make money. a One-time purchase for extra features like progress charts, reminders, or data backups. But for now, it is completely free with no distractions.

WeightTracker is a helpful tool for anyone who wants to manage their weight in a simple, positive way. It is not trying to do too much, just the stuff people need. You can lose weight, see your progress, update your goal, and get a little boost when you hit it. I made it to be lightweight, smooth, and easy to use. think I it is ready for people to try and benefit from, and I am proud of how it turned out. For testing mobile apps.