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CS 360: Mobile Architect & Programming

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**App Launch Plan**

* What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?

Since my app mainly focuses on keeping track of user weight, the description will include how the app easily lets the user access and see their weight progress, the user is able to add daily weight, edit their goal weight, as well as get an SMS notification when their goal weight is reached. A great example idea for an app icon would be a scale with a number and a line graph inside to represent both the weight and the tracking.

* Which version(s) of Android will your app successfully run on? Have you included the most current version? Note that with each version of Android, new components are introduced that add considerations and challenges in the development.

The app uses a minimum SDK version of 24 and a max of 31 which covers most Android devices that currently exist and covers the most recent Android OS version which is version 12 was released to pixels phones back in October 2021.

* What permissions will your app ask for? Be sure these are only permissions that are necessary for your app to run. For example, does your manifest ask for permission to record phone audio when your app does not use it?

The only permission this app asks for is whether or not the user would like to receive an SMS notification to their phone number when their goal weight is met. The app doesn’t require any access to the device camera, microphone, or any sensors instead, it only asks for permission to send SMS and access phone calls in order to get the user’s phone number and send a text when the goal is met. If the user chooses not to allow permission to the app to send SMS and access phone calls, the app will continue to run and function as usual.

* What is your plan for monetization of the app? Consider whether your app will include ads, require a one-time payment, both, or neither.

My plan for making a profit from this app is in two ways:

* A free version with ads enabled: by using Cost per Thousand Impression (CPM) which doesn’t require user interaction with the add or Cost per Click (CPC) that requires user clicks on the ads which pay more than the first method.
* Upgrade to remove ads: the user will have the option to pay $2.99 as a one-time payment in order to remove the ads and have an ad-free app experience.