7-2 Project Three : App Launch Plan

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CS-360 : Mobile Architect & Programming

October 2nd, 2023

* 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?

I believe this would be a great sample app description: “WeightTracker : Don’t wait for the New Year to get started on your goals, start today! Are you ready to launch yourself on your “best self” journey to a healthier, happier you? There is no better app to assist you other than WeightTracker, the *ultimate* weight tracking app designed to help you achieve your fitness and wellness goals easily, seamlessly and no messing around! Say “sayonara” to your old self and get your goals reached today!” And the app icon that I believe would be something like this:



An apple with a measuring tape, something simple and recognizable.

* 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.

Determining what Android version to support can be a strategic move based on target audience, the features in the app within, and regular testing and updates to accommodate for upcoming changes.First its best to identify the audience, understanding the user and if whether or not they will be more likely to use older devices or the latest devices? Also setting at least a minimum SDK version for your app so that you allow a range and the possibility for users to still gain access to your app if they choose not to upgrade their devices or just making the app more accessible but also keep in consideration that you inform users why the app may not be acting appropriately in the version they are operating in but in general but as rule of thumb, keeping it as the target SDK version is usually good developer practice.

* 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?

For the weight tracker app, no sensor information is required for the app to function correctly but we will require SMS permission which allows the user to opt in or opt out if they choose to do so.

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

I believe after future development, it would be best to unlock food tracking features and just incorporate ads from partners when opening the app and if the consumer chooses to opt out of the ads, that can be an additional revenue pathway. There can be a limited amount of data entries, if they want the ability to track their journey for a year or 365 data entries or more we can also charge them that way as well!