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CS 360

Project Three

App Launch Plan

**Description:**

My Weight Journey is the perfect companion for anyone looking to achieve their fitness goals. Whether you're looking to lose weight, gain muscle, or simply maintain a healthy lifestyle, our app makes tracking your progress simple and convenient.

With My Weight Journey, you can log your weight, track your progress over time, and set personalized goals to help you stay motivated. Our easy-to-use interface allows you to quickly view your progress and adjust your goals as needed.

Our app also includes a privacy feature that allows you to send SMS notifications to a trusted contact if you reach your weight loss goal, ensuring that you have the support you need to succeed.

Whether you're a seasoned fitness enthusiast or just starting your fitness journey, My Weight Journey is the perfect tool to help you achieve your goals. Download now and start your journey to a healthier, happier you!

**Versions:**

The app is running minSdk 26, so the minimum requirement is Android 8.0 (Oreo).

**Permissions:**

The two permissions the app asks for is access to the internet and sms notifications.

**Plan:**

I believe that integrating ad networks for in-app ads is a lucrative way to monetize the app. Firstly, I would research the most popular ad networks in the market and choose one that aligns with the app's content and target audience. I would then integrate the ad network into the app and place ads strategically within the app, such as between log entries, at the bottom of the screen, or within the settings page.

To ensure a positive user experience, I would limit the number of ads that appear and make sure they are relevant to the user's interests. Additionally, I would offer a premium version of the app without ads for users who prefer an ad-free experience. This premium version would be available for a one-time fee or a recurring subscription, depending on the preference of the user. By offering a premium version, I can generate revenue from users who are willing to pay for an ad-free experience while still allowing users who prefer not to pay to continue using the app with ads. Overall, I believe that integrating ad networks for in-app ads is an effective way to monetize the app while still providing value to the user.