Project Three - App Launch Plan

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App Chosen: Weight Tracking App

App Description

The software is an easy to use tool for managing and tracking daily weight. It is for personal purposes. It also has the ability to send SMS notifications based on user defined triggers. The following should be known in the app's description:

- **User management**: Enables safe registration and login for users.

- **Data tracking**: Information can be entered, saved, and shown in a grid format by users.

- **Delete Data**: You can delete data by clicking on the data which you do not want anymore

- **SMS Notifications**: Notifies users when certain parameters are met, like a target weight being reached.

- **Easy to use and intuitive**: A simple user interface that facilitates effective data handling.

The ideal app icon would be a simple, contemporary design that represents the features of the app. The goal of the app might be clearly conveyed, for instance, by using an icon that combines an SMS message icon with a weight scale symbol.

Supported Android Versions

Since many people still use older devices, the app will target Android versions starting with API level 21 to ensure that it covers a wide range of devices. To verify compatibility, the program must be tested on more recent Android versions, including the most recent one. Every new version of Android brings with it changes that could impact the application, particularly in areas like permissions and background operations like SMS sending.

App Permissions

The following permissions will be requested by the app:

- **SEND_SMS**: This permission enables the application to notify users via SMS when requirements are satisfied.

- **Internet (Maybe):** Indicates whether the program may eventually have online components, such as updates or adverts.

It is essential to only ask for permissions that are required to protect privacy and prevent user mistrust. The emphasis is on limiting requests because the program doesn't require sensitive permissions like location services or phone recording.

Monetization Plan

There are a few monetization options to think about:

- **Free with Ads**: The app is available for free with modest advertisements. It is possible to arrange adverts such that they don't impede the user's experience; one example would be to put banner ads toward the bottom of the screen.

- **One-Time Payment**: More premium experience would be offered by making the app available as a paid download with no advertisements.

- **Free-mium Plan**: Basic aspects of the app may be available for free, but in-app purchases may be required for more sophisticated features (like custom data fields, additional notifications, or data export capabilities).

To keep users happy and encourage app retention, the monetization strategy should strike a balance between revenue generating and user experience. If advertisements are used, make sure they don't interfere with the app's primary features or make the app look messy.

Summary

The actions to get the app ready for the market are described in this launch plan, and they include requesting permissions, providing a clear description of the app, supporting Android versions, and a monetization plan. The software will need to be properly tested, particularly across various Android versions, and will be ready for a soft launch in order to get user input prior to a full release.