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Project Three – Weight Tracking App

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The app I chose to create is a weight tracking tool designed to help users monitor their weight efficiently. It offers a user-friendly interface to log daily weight, track the users progress, and the ability to set whatever goals the user may have whether it is to lose weight, gain weight, or simply maintain their current weight. The app also features SMS notifications to help remind the user to log their weight for the day and remind them of their goals and how close they are to them. The description I would use for this app in the app store would highlight the ease of use, the reliability of the app’s tracking ability, and the benefits of notifications via SMS to help keep them motivated and aware of their progress.

The app logo is going to be more of a straightforward design. I want to make it eye catching while also embodying the app in the logo. It is going to be a figure standing on two balancing scales that are equal. This can help symbolize someone who has reached their goal. It will have shades of lighter blue and maybe some greys to keep it neutral and maybe some accent colors of orange to keep it eye catching and fun.

This app should support android users using Android OS 7.0 and newer. This will allow it to support a wide range of OS versions and make it more widely accessible to multiple users whether they are using a newer android phone or an older one. There may need to be more testing performed on multiple OS versions to make sure the compatibility is good, and the user experience is working as intended.

The only permission the app is going to require is the ability to send SMS notifications to the user. This should allow the maintaining of the users’ trust since it will only ask for the necessary permission. This will allow the app to adhere to best practices by not asking for more user permissions than absolutely necessary.

To monetize the app, there will be a combination of different things. We will need some form of in-app advertisements whether it be advertisements at the very bottom of the app page or app-banners. We can also offer a premium version of the app that can come with no ads and some additional features. The free version of the app will have app banners and pop ups when the user logs new weight entries or deletes an old entry. The premium version can be a one-time purchase to get an ad free experience and some additional features including reminders to log weight and new themes only available to premium users. This will allow for users to determine if they want the premium or free version and not lock the app behind a pay wall. Everyone should be able to enjoy this app whether they can afford the premium version or the free version.

In conclusion, my app offers a user friendly and feature rich experience while supporting a wide range of android OS versions and android phones. My app will never ask for more permissions than necessary to run effectively and will not require users to buy the app. I believe this app will have a very successful launch and is going to take the weight tracking app market by storm by becoming the next big thing.