# Weight Watcha’s App Launch Plan

Weight Watcha’s is a simple mobile app I built to help people keep track of their daily weight and stay motivated toward their health goals. This launch plan explains how I’d get the app ready for release, including what the app does, how it looks, what Android versions it supports, what permissions it uses, and how it might make money in the future. The goal is to make sure the app is ready to reach users smoothly and reliably.

## App Description and Icon

Weight Watcha’s helps users track their progress in a quick and easy way. It lets them record daily weight entries, view their data in a grid, and receive friendly text reminders when they hit or get close to their goals. The app icon will be a small blue scale with a white check mark, which gives it a clean and positive look. I chose this design because it’s simple, recognizable, and gives off a friendly, motivational vibe.

## Supported Android Versions

The app is built to run on Android 8.0 and newer. That means it can work on most modern devices without performance issues. I tested it on several emulator versions in Android Studio to make sure the layout and features behave the same across different phones. Keeping compatibility with current Android versions helps make sure users have a consistent and secure experience.

## Permissions and Security

Weight Watcha’s only asks for the permissions it really needs. The main permission is for sending SMS messages, which allows the app to send goal reminders or motivational texts. If the user says no to the SMS permission, the rest of the app still works fine. No personal data is shared or stored online, and the database only keeps basic local user info and weight entries. Keeping things simple and private helps users trust the app and feel safe using it.

## Monetization Strategy

Right now, Weight Watcha’s will be free to use so that anyone can try it out without worrying about cost. Later, I might add a few small banner ads at the bottom of the screen or make a premium version that removes ads and adds extra features like detailed progress charts or cloud backups. This approach keeps the app accessible while also leaving room to grow in the future.

## Launch Preparation and Testing

Before releasing the app, I’ll finish testing all features on both emulators and real devices. I’ll test login, database storage, and SMS permissions to make sure everything works the same for all users. Once the testing looks good, I’ll build the APK file and upload it to the Google Play Console. The Play Store page will include screenshots, a short description, and a privacy note explaining what data the app uses and how it keeps user info safe.

## Marketing and Support

To promote the app, I’ll use social media and simple online sharing to get early users. The goal is to get feedback, improve the design, and fix any small bugs before a wider release. I’ll also set up a support email for questions and suggestions. Future updates will be based on user feedback and will make sure the app stays up to date with new Android versions and security requirements.