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**App Launch Plan**

**Description & Launch Icon**

*Weight Tracker* is an intuitive, easy to use mobile app designed to help users keep track of their health habits and achieve their desired weight goals. Users can create an account to store daily weight values along with associated dates and weight goal values. *Weight Tracker* is not like most complicated health apps. No fancy deep menus, busy screens containing irrelevant information, or slow processing times, *Weight Tracker* keeps it simple and serves its primary purpose as an interactive weight tracking application.

Since the app has been designed to be as simple and efficient as possible, a traditional weight scale logo has been chosen to be used as the app’s icon. As users are busy browsing through the app store looking through countless numbers of different health apps, this basic design will immediately provide users with insight towards the purpose of *Weight Tracker*.

Some inspiring designs that will be used for *Weight Tracker*’s icon are:

Icon

Description automatically generated with medium confidence(The *Lose It!* weight loss app) A picture containing paper clip

Description automatically generated (Sample weight scale vector image)

Upon visiting the app’s Play store page, users will be welcomed with a series of promotional graphics, screenshots, and videos displaying how to effectively use *Weight Tracker*. Links will be included for our Privacy Policy on this page as well.

**Android Version**

According to Google Play's target API level requirements (<https://developer.android.com/distribute/best-practices/develop/target-sdk>): “Starting in August 2021, new apps will need to target API level 30 (Android 11) or above and adjust for behavioral changes.”

*Weight Tracker* will target API Level 31 (Android12) with a minimum SDK of API Level 28 (Android 9.0 Pie). Using the latest version of Android will provide the most up to date security and performance improvements as well as the most modern options for enhancing the user’s experience within the app. As a new launch, the goal was to begin implementation with the most advanced API functionality to decrease the amount of time spent on adjusting behavioral processes while the app is being maintained and supported. Further releases will incorporate more of the latest features including: dark mode, gesture navigation, and various user privacy enhancements which would otherwise not be supported on older Android APIs.

**Permissions**

*Weight Tracker* requires only a single permission from its users for the complete interactive experience. After logging in to the app using their credentials, users will view a data table screen containing all relevant weight information. At the bottom of this screen, an ‘Allow Notifications’ touch button is featured. When a user touches this button, a dialog will be presented to users asking for permission to send SMS text messages to their smartphones or other device. Once provided with a user’s consent, the app can send text messages congratulating the user upon reaching their desired weight goal.

The ‘android.permission.SEND\_SMS’ has been explicitly defined in the app’s manifest. App users are given the opportunity to turn this functionality on or off at any time from within the app by reengaging with the ‘Allow Notifications’ touch button.

**Monetization**

*Weight Tracker* is a free to use mobile weight tracking application. Since users are not required to pay a fee, at any time, in-app advertising has been incorporated on the lower portion of all app screens for monetization purposes. Users can choose whether to engage with these advertisements at any time and they will in no way diminish the functionality and privacy of all app functionality. The advertisements will be presented as small banners to negate the need for other more intrusive ad practices such as notifications, pause screen popups, or other opt in incentive-based advertisement displays. *Weight Tracker* has been developed to promote healthy life choices for its users and partners with various healthy food and healthy habit organizations, fitness organizations, and clothing dealers. Upon launch, a Google Ads campaign will be created to improve our overall reach to our targeted audience.