**Module 7 assignment 7-2: project 3, weight tracking app**

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The application that I chose to work on for this project was the weight tracking app, I chose this application because I felt the most compelled to create it. Unfortunately, I fell behind early on and did not give myself enough time to catch up like I should have so I was not able to finish the coding assignments. For this project I ended up having to restart all together from scratch and did not have the time to finish the application. I would have loved to been able to actually launch this app on the app store and been able to actually use it as a real app and even improve it over time. After this course I will more than likely still pursue the endeavor of completing this application.

Ignoring the fact that my application still needs a ton of work and I still have things to learn to complete, I will discuss a launch plan as instructed. I would stick with a simple app description in the app store since it is for the time being a simple app plus most people would not want to read a super long description. The description would read something like “This simple weight tracking application is perfect for people of all ages and all body types to keep track of their weight whether they wish to lose weight, gain weight, or maintain weight. This let’s the users know that it is a simple weight tracking application that can help them achieve the weight goals whatever their goal may be. I believe the icon I would use would be some kind of retro scale image as it is simple but could also attract possible users attention when they are searching for such an app.

This app will work on most devices as it is simple. The API that I used for the app since the beginning is (***Insert api version)*** which is said to work on (***Insert percent of android compatibility***). Using this api version you can see that a vast majority of Android devices will be compatible for this app making it that much more user friendly.

My application will use permissions to send SMS notifications to users. This could be used to further verify user identities, notify them of logins, it could notify them via SMS of their goal being reached. The application will need permission to access features of the phone such as storage space. For future installments the app could use permissions to access users phone contacts and camera/audio devices. There are many permissions this app could use for future applications however for just the bare bones simple app it only needs storage space to be able to be downloaded to the device. My application does not ask permission to use phone audio when the app would not use it.

The simple version of my application will use the typical forms of monetization. Initially, the application will have advertisements for the free version. The application could have a cheaper paid version in which advertisements are no longer displayed on the app. The application could then later have a paid subscription in which advertisements are removed and the application could have special features for this subscription which would cost slightly more than the other ad free version. For example, the higher paid tier might have customization settings to change the way the app looks to please the user more. My app could have tiers of pay such as a monthly basis, quarterly basis (3 months), half year basis, and year basis where you pay one time for the subscription. The month-to-month subscription would be a full price rate whereas 3,6, and 12 month subscriptions would be discounted. Like many subscriptions the 12 month will be most discounted, 6 months will be less discounted than 12, and 3 month will be even less discounted than 6.