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CS-360-Project Three Option 3

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**App Launch Plan**

The application weight tracker is planned to be an encouraging, fun, and simple app to help users keep track of their daily weight and allow users to input their weight goals. The app will request that the user enable SMS notifications for a message to be sent when their goal weight has been achieved. Users will be able to update their goal weight and show the past weight entries, so users feel engaged and in control of their own personal health goals.

**Application Icon**

The first step in the application launch plan is to create a fun, simple Icon that invites users and gives the feeling of weight control to users. Here, I think for the weight tracker app, a Scale sporting the primary colors of our brand, hunter green, will be the best choice. We chose to avoid text and incorporate vibrant colors, making the image clear and scalable.

**Beta plan**

After the Icon creation, we should create a beta option, sending APK files to 100 people, so we can gather feedback and adapt if needed. The primary focus here is to determine how users will feel when using the application, how easy it is to learn, and remember where to put entries. How well were you navigating between screens? What did you think of the primary hunter green color for buttons or interactable inputs? Did the color distract in any way?

Here, we should collect a survey so we can make any final adjustments needed before launching the application. This will also troubleshoot our applications' stability and performance, and provide pre-launch reports.

**Android Version**

For the Weight Tracker application, I plan to target the broadest audience. I will have the Minimum SKK version API 29, which supports the majority of active Android devices but excludes older versions that are not supported. Google Play Store requires a minimum of Android 10 API 29. Though the target SKS version should be API 34 Android 14, this will ensure that the application complies with the latest security, privacy, and performance enhancements. This will allow for new APIs and be compatible with Play Store requirements. Using emulators to test different versions is how I will achieve checking compatibility with the different Android versions.

**Permissions**

The Weight Tracker application is only designed to send an SMS when the user's goal weight is achieved. It is best to only ask for permissions that are necessary for the app to function. This way, we don’t lower trust or get flagged during any app review. The only permissions we require are SMS permissions from users. The application will not ask for internet permissions, audio, contacts, or location since the application does not need them.

**Monetization**

The application is simple and has a few features in the beginning. The only features are weight tracking, daily entries, and a weight goal. Here, we are using a Freemium Model, I believe, that would turn users away from the app because not enough justification for users to pay for the main feature. From here, I would run small banner ads to make money from the application, but ensure they do not interfere with the core functionality of the application. If we add more features or a longer track record for users to store data in a cloud-based data storage, then a Freemium model would be recommended to allow users to have more features for $9.99 a year.