Releasing a mobile app requires careful planning, and a strategy that considers users. This document outlines the launch plan for my Android weight-tracking app. This plan reflects bringing the app to market and offers a roadmap for launching in the Google Play Store.

**What will be included in your app’s description, and what kind of icon will best represent your app once it is made available in the app store?**

The app’s purpose is to help users track their weight over time and get notified via SMS when they reach a goal weight. The simple interface makes it easy to log weight, view progress, and set personal goals. The main purpose of the app gives users the ability to add, edit, and delete personal weight, set a goal weight, and allow for SMS notifications when a goal is achieved. This makes the app especially useful for individuals focused on fitness or health improvement.

In the app store, the description will highlight these capabilities with an emphasis on simplicity, user empowerment, and health motivation. The icon will be a minimalist design featuring a scale, using blue or green tones to communicate calmness and health focus.

**Which versions of Android will your app run on? Have you included the most current version?**

The current app is configured with the most recent Android SDK: API level 34. While the compile and target SDK are set to 34, the minimum SDK is also currently set to 34, which limits device compatibility to only the most recent Android version. Before release, the minimum SDK will be reduced to API level 26, which still supports modern app architecture while reaching a broader audience of Android users. Supporting Android 8.0 and above ensures the app is accessible to most Android devices, increasing potential adoption and usability.

Testing has been completed using an Android emulator and the latest Android Studio development tools. Additional testing on physical devices running older versions of Android will be done prior to any release.

**What permissions will your app ask for? Be sure to only request permissions that are necessary for your app to run.**

The app requires SMS permission to deliver notifications when a user reaches their goal weight. This is the only permission requested, and it is necessary for the app’s key feature, sending congratulatory text alerts. The app does not request access to contacts, camera, microphone, or location services, ensuring user privacy is respected and reducing friction during installation. A dedicated screen within the app allows users to toggle SMS alerts on or off, giving users control over whether or not the app can send messages. If permission is denied, the app continues to function for weight tracking without text notifications.

**What is your plan to make money from the app?**

The app will be free to download and use, with revenue generated through in-app advertisements. Ads will be minimally invasive and placed in areas that do not interfere with core functionality, for example, a small banner on the dashboard screen or interstitial ads shown occasionally after adding a weight entry. The goal is to keep the user experience clean while generating income to support ongoing development.

In the future, the app may offer an ad-free upgrade with an annual subscription, and in-app purchases like data exporting and analytics. In the beginning the primary approach will be light advertising to gain usability and build a community.