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Launch Plan for Weight Tracking App

App Description:

“My Weight Tracker” app is designed to help users track their weight over time, set weight loss goals, and monitor their progress. With user-friendly features such as a dashboard displaying weight trends and a goal tracker, our app provides users with an easy and effective way to manage their weight. Our app’s icon will represent a scale with a green checkmark, symbolizing progress, and success in achieving weight goals.

Android Versions:

The app is designed to run on Android versions 5.0 (Lollipop) and above. We have also included compatibility with the most current version of Android to ensure that our app can take advantage of the latest features while maintaining backward compatibility.

Permissions:

The app will only ask for permissions that are necessary for its functionality. These include access to the user’s camera and storage to allow users to upload photos for their profile and access to internet connectivity to allow for syncing data. We do not ask for any unnecessary permissions, such as access to the user’s phone calls or text messages.

Monetization:

My Weight Tracker will include both free and paid versions. The free version will include basic features, such as weight tracking, goal setting, and progress monitoring. The paid version will include additional features such as personalized meal plans and nutrition advice. Additionally, we plan to include in-app advertisements to generate revenue.

Marketing:

To market our app, we plan to use social media platforms such as Instagram and Facebook to promote our app and engage with potential users. We will also collaborate with fitness influencers to increase brand awareness and credibility. To reach a wider audience, we will optimize our app for app store search engine optimization (SEO) and participate in app store optimization (ASO) campaigns.

Launch Timeline:

Month 1:

* Finalize app design and user interface
* Test app functionality and compatibility with different Android versions
* Develop marketing materials, including social media posts and influencer partnerships
* Optimize app for app store SEO

Month 2:

* Launch app on Google Play Store
* Implement ASO campaigns to increase app visibility
* Monitor app performance and user feedback
* Refine marketing strategy based on user engagement and feedback

Conclusion:

Our weight tracking app is designed to help users achieve their weight loss goals by providing them with a user-friendly and effective tool for tracking and monitoring their progress. With careful planning and execution of our launch plan, we believe our app will be successful in the highly competitive health and fitness app market.