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**Project 3: App Launch Plan**

It’s exciting to launch a new application in the Google Play Store (marketplace). There are important aspects of launching an application that should be considered before launching an application. Proper timing, features of the application, and filling a gap that other app developer left a void in is important to consider. The person creating a new application needs to do their research and search in the app store. There are other weight tracking applications that exist in the app store. There are limitations that exists in the current weight tracking applications that exist in the app store, this application will bypass to allow it to be competitive with the existing weight tracking applications.

The other applications that exist are “Simple Weight Tracker” and “Weight Tracker”. Both of these applications will initially present the user with a summary table that shows the actual weight, changes in weights, and the weekly and monthly trends, and the overall monthly weight change. “Weight Tracker” has a feature that allows prediction ability to allow the user to guesstimate when they will attain their goal weight.

There is an issue with these applications. Neither of the 2 applications allow more than one user to track their weights. This will be a huge incentive and a selling point for a competitive app. Both of these applications focus heavily on users wanting to lose weight, but this weight tracking application is not making that assumption.

The goal was to make this application more competitive and appealing, and this task can occur by making sure the description of the application is short but appealing. This application is competing with other mature apps that’s been out for years, so it’s important to make sure the app description is very clear and simple for users to be pulled into using. The description will need to focus on the specific features such as user protection, SMS notifications and multiple users.

Other applications are using the scale icon to identify their weight tracking applications. Although I want this weight tracking application to stand out, it’s also important to make sure this application is easily identifiable and is associated as a health/fitness application. For these reasons, I will also use a weight scale icon.

For this application, one of the main goals was to make sure to make this application compatible with the later Android API. This will allow the latest and greatest users with the latest and greatest devices and compatibility. This will also insure to bring features, techniques, and security that’s unavailable in earlier API versions. We made sure to make this application compatible with API level 29 and 28 since those are the largest users.

We also had to consider OS features and permissions that will be required for the use of this application. Allowing more extensive features will require more permissions from the users and user devices but requesting too many accesses and permissions will hinder and raise concerns for users. Users will hesitate to grant permission to too many requests. Permissions such as microphone, camera, and contacts are the only permissions needed at this time. Also, permission to send text message to the users is currently available and presented to the user to view and accept if the user is interested in receiving text messages from the application as needed.

There needs to be a straightforward approach to monetize this application. This strategy should be kept simple. We can present advertisement in the footer of the application since there’s plenty of space. The advertisements presented can be also presented based on the amount of time a user views the app. For example, every 3rd time a user enters their weight on the main page, an ad can be presented. To eliminate the advertisements, the application can be available for premium users that will pay an amount (example $10/month). Along with this premium feature, other features can be available for users, such as being able to view diagrams and graphs with their weight changes over days, weeks, months, or years. Once these monetizing strategies are in place, this application needs to be monitored to see where the largest monetization is occurring, and that path should be the ultimate path to monetize this application in the future.