

World's Easiest Weight Tracking App Now Available For Android

Written by Australian Business

LINCOLN, NE, September 23, 2013 **/24-7PressRelease/** -- As of today, the world's easiest weight tracking service, Weight Tracker, is now available as an Android app on the Google Play store. This is a big step forward in reducing the friction in daily weight tracking.

The Android app is the next step in the evolution of Weight Tracker. The idea behind Weight Tracker is to help people achieve their goal weight by making it as easy as possible to track their weight every day. The first step in innovation was to make weigh-in via email possible, so that any smart device could be used. The next step is to make the best possible experience on each device.

"Our belief is if we make weight tracking easy, people will stick to their weight loss plans better. So, we're out to make it as easy as possible." says co-creator Brian Knapp. "I think the Android app is really the next logical step. It makes the experience on Android phones and tablets so much better. It's really great."

To make the best experience possible, Retro Mocha pushed hard to create a clean design and user interface that sits somewhere between iOS 7 and Android's more modern style. This makes Weight Tracker a more beautiful app than is common on Android.

"Making a clean, beautiful app on Android is not always easy, especially on older devices. It's a lot of work to make a great Android app." remarked fellow co-creator Shawn Baden. "We care a lot about the user experience because it needs to be easy. It needs to be obvious. No matter what version of Android you are using, Weight Tracker looks great and is really easy to use."

New users can download the app and try Weight Tracker free for 30 days. After the trial, users have the option to pay for continued service on a monthly, yearly, or lifetime service plan.

If you are interested in Weight Tracker, we suggest you head over to <https://weighttracker.co> or download the android app in the Google Play Store.

Weight Tracker is the easiest weight tracking app in the world. For further information, please visit the website at <https://weighttracker.co>