

1. After careful review of my friends's survey, I came across this interesting idea which talks about developing a website which helps the fashion/technology savvy consumers about the discounts going around in every store/website which would help them sit within the budget while still getting what fits best for the consumer. This would help a lot of customers who are trying to stay light on the pocket and can still buy what they need/want.
2. The conflict between the users wanting to use the web-apps for free and the developer have been around for a long time. If I were a developer, I would like to give the freedom to the user in terms of choosing how they would like to compensate my efforts. I came across an extension which is called "**Patreon**" which enables creators/developers to connect with their fans/supporters. The fans can pay/donate/subscribe to the developer if they like the work that the developer has done. The developer can reap monetary benefits from this although that entirely depends on people. Additionally, if the developer has a mobile app, the play store pays the creator/developer based on the number of downloads. Although this is not huge, but it does benefit the developer.
I also looked at a very famous game – PUBG Mobile where in you have the entire access to play the game just like everyone but in case you want additional elements, you will have to pay/subscribe to get additional benefits which do not impact the game performance but makes the one who paid for it stand out amongst others. You would not have any unfair advantage in the game when compared to users who did not pay for the app, but it does add a fun element and paying for the app is entirely optional and subjective choice.
3. In terms of UI and UX, I really like the "Apple" website. I believe they have one of the best web-apps out there and their landing webpage is one of a kind. Every service they offer is segregated into different categories for easier understanding. The static navigation bar at the top makes it hassle free for any user to navigate between different products and services that apple offers.

Based on the product, they either take up the entire screen or half of the webpage to showcase it which is eye-catchy and easily helps you understand the product and its features.

The buying page easily guides you to choose based on your needs and just needs a few clicks which makes it easier to use for people of any age and technological preferences to seamlessly navigate through the website.

4. I am thinking among the lines of developing an app which is similar to "**todoist**" but to better fit scheduling, customization, notifications. This app aims to keep things organized

and help people achieve their tasks. Nothing is concrete just yet when it comes to planning for the app.

