LEARNER ASSESSMENT SUBMISSION FRONT SHEET

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Unit	8 - Mobile Apps Development
Assignment Title	Assignment 1: Characteristics and Uses of Mobile Apps

My Literacy Targets

-Paragraphs
-Grammar

My Numeracy Targets

-Ratios
-Decimals

Submission Declaration

I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources and any artificial intelligence (AI) tools used in the work. I understand that false declaration is a form of malpractice.

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Resubmission *(if required)*	

Introduction

In this assignment I will be reviewing the features and characteristics of two different apps on my phone as well as discussing the strengths and weaknesses of each app in detail.

App 1: WhatsApp

Purpose of app: The purpose of this app is to help two or more people communicate digitally, it's an app that allows its users to text each other and make phone calls.

User requirements: Users will require the app to be simple to use and have the ability to make and receive calls and texts, another needed feature would be the ability to share files with one another (for photos/videos)

User friendliness: WhatsApp is generally user-friendly, offering a simple interface for communication with contacts.

Dependance on particular hardware/software: For calls it is dependent on the microphone and speaker. For text messaging it uses the built in keyboard.

Interface elements: The app includes features such as call quality rating prompts, text messaging, voice and video calling, and media sharing.
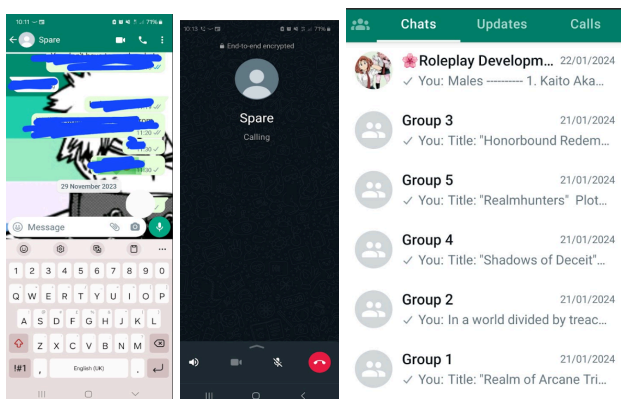
Rather than having the logo in plain view at all times, WhatsApp has instead opted to have colours that are present throughout the app that reinforce the theme of the app.

WhatsApp is highly customisable, being able to set custom backgrounds with contacts as well as creating as many groups as you need, this makes the app more usable and more appealing to audiences.

WhatsApp has a very simple interface, just displaying the contact/group name alongside the most recent message sent. I think this makes the app nice and usable because of the simplicity of it.

Integration with standard operating system software: uses keyboard, microphone, speakers.

Platforms and cross compatibility: Available on iOS and Android, providing cross-platform compatibility. It works in both portrait and landscape mode but it's designed to be used in portrait.

How the features and characteristics affect the intended use, usability and appeal to the audience:

WhatsApp is designed to be a digital communication app, and its features are specifically designed to make this digital communication as efficient and effective as possible. Having the core features be texting and voice/video calls directly affects the intended purpose, making it a communication based app. WhatsApp has cross-platform compatibility that ensures that it's accessible to users regardless of their device or operating system. This inclusiveness reinforces the intended purpose of being a universal digital communication app, this also makes it appeal to a wide audience as more people can access it.

WhatsApp is available on both iOS and Android platforms, so that it can reach a wide audience regardless of their device preferences. This inclusiveness allows users to communicate with friends, family, and colleagues who may use different devices. Users can use WhatsApp to talk to anyone anywhere in the world at any time for no additional cost, it naturally becomes a very appealing option to audiences.

WhatsApp's user-friendly interface appeals to users of all technical levels. Its straightforward layout, clear labelling, and easily understood design make it easy for even novice users to navigate and use its features effectively. The app's communication tools, such as messaging, voice and video calls, and media sharing, make the communication process a lot smoother. Users appreciate the ability to connect with others quickly and easily, without unnecessary complexity or barriers.

WhatsApp offers users the ability to customise their experience through features like custom backgrounds, profile pictures, and status updates. This level of personalisation allows users to express themselves and connect with others in a way that feels unique. The app's support for group chats and multimedia sharing enhances its appeal for users seeking to engage with multiple contacts at the same time.

WhatsApp's commitment to user privacy through end-to-end encryption appeals to users concerned about their digital security. The app's encryption ensures that messages and calls remain private and secure, providing peace of mind to users who value their privacy.

This makes for a very usable app which is familiar to the user and makes it appeal to audiences greatly. WhatsApp's feature that asks users to rate call quality is helpful for feedback and makes it easier to use. It appeals to a wide range of people and works well for various communication needs, whether personal or professional.

WhatsApp's interface is designed with simplicity and clarity in mind, allowing users to navigate the app effortlessly. Clear labelling of features and easily understood design elements ensure that users can easily find and use the app's functions with ease. The layout is optimised for efficient communication, with essential tools readily accessible and prominently displayed.

WhatsApp offers a range of communication tools, including messaging, voice and video calls, and media sharing, all of which are integrated into the app. These tools are designed for efficiency, allowing users to communicate with contacts quickly and effectively, whether through text, voice, or multimedia.

Strengths	Weaknesses
● WhatsApp is cross platform compatible, meaning that regardless of the operating system all of its users can communicate with each other with no difficulty whatsoever. Users can access WhatsApp on smartphones, tablets, laptops and even	● While WhatsApp provides a cost-effective means of communication through the internet, its dependency on a stable internet connection can be considered a weakness. In areas with poor connection or during power outages, users will face

desktop computers, allowing everyone who uses WhatsApp to stay connected regardless of what device they're using. This makes the app more usable as well as more appealing to users

- WhatsApp offers a broad range of features that cater to various communication needs. Key features include text messaging, voice and video calling, media sharing, and group chats. The messaging is instant so long as you have an internet connection, this is appealing to users due to its convenience. The voice and video calls are high quality and seldom have any issues, offering a reliable and very usable alternative to traditional phone calls. WhatsApp is also useful for work related matters due to its feature of letting the user share media and documents with their contacts. Overall these features make for a very usable and appealing digital communication app.

challenges in accessing the app. The dependency on Internet connection will cause users to experience significant difficulties when trying to use the app, without an internet connection the app almost completely stops functioning as intended which will frustrate users and possibly cause them to seek an alternative app.

- WhatsApp's recent moves towards monetization, such as wanting to start including ads, have raised concerns about potential ads and commercialization. Users who value an ad-free experience will find these changes less appealing. The idea of ads being introduced has raised concerns amongst users about potential privacy implications and disruptions in the user's experience. Users could be worried about how having ads integrated into the app would affect their privacy and and data security, this would lead to the app both being less usable and less appealing to audiences.

App 2: NOW TV

Purpose of app: The purpose of this app is to provide entertainment to the audience. NOW TV is designed for streaming television media, offering movies, TV shows, and live channels.

User Requirements: Users would require the app to have a simple interface, a range of content to choose from and for it to be ad-free seeing as it is a subscription based service.

User friendliness: User-friendly interface for content discovery and playback

Dependence on particular hardware: Dependent on speakers for playing audio.

Interface elements: Features an interface for browsing and playing content
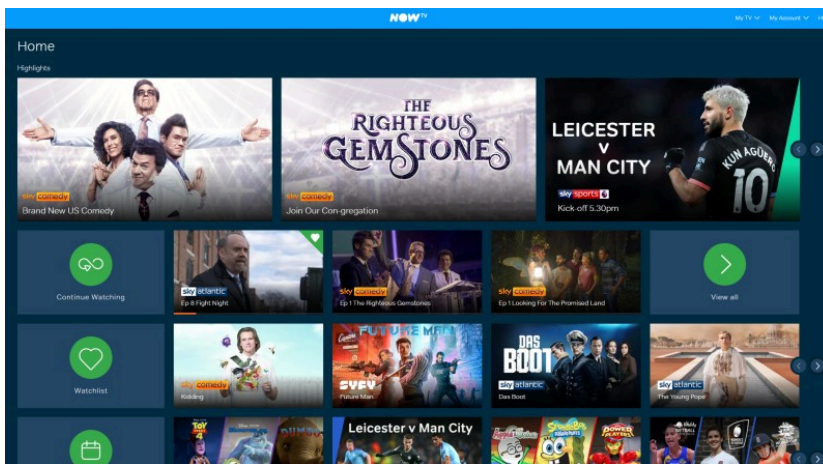
This is the user interface, as you can see the design is simplistic and incorporates the use of lots of eye-catching images that appeal to audiences. The logo is at the top of the screen so it is noticeable but not distracting. The images all depict shows and movies that make it clear what the intended use is. There are big buttons showing features such as continue watching and watchlist that make the app more usable.

As seen in this image, on the app it is possible to search for specific content, the app uses the device's own keyboard to make it more familiar to its users.

Integration with standard operating system software: Integrates with the operating systems of various devices, using their display, speakers, keyboard for the searches and network capabilities

Platforms and Cross Compatibility: Available on multiple platforms including smartphones, smart TVs, and gaming consoles, providing cross-device compatibility.

How features and characteristics affect intended use, usability, and appeal to audience:

NOW TV is specifically designed for on-demand streaming, allowing users to access a vast array of content whenever they want. This aligns with the modern trend of flexible and personalised entertainment consumption, catering to user's schedules and preferences. Users can stream content at their convenience, without being tied to fixed broadcasting schedules, allowing for flexible entertainment consumption.

The platform caters to users' diverse entertainment needs and preferences by offering a wide range of content across various genres and formats. Users have the freedom to choose from a vast selection of movies, TV shows, and live channels, allowing them to discover new favorites or revisit classic favorites on their own terms. In addition to on-demand content, NOW TV offers live channels for users to stream their

favorite TV channels in real-time.

This feature enhances the platform's appeal by providing users with access to live programming and events, ensuring that users can stay up-to-date with the latest news, sports, and entertainment content.

NOW TV's features and characteristics are carefully designed to fulfill its intended use as an on-demand streaming platform, providing users with flexible, personalised, and convenient access to a broad selection of entertainment. By aligning its offerings with user preferences and habits, NOW TV continues to meet the evolving needs of its audience, making it a popular choice for entertainment consumption.

The user-friendly interface enhances usability by making content discovery and playback easy. Intuitive navigation, visually appealing layouts, and easy access to various genres contribute to a positive and enjoyable user experience. The cross-device compatibility makes sure users can enjoy content on their preferred devices, whether it's a smartphone, smart TV, or gaming console. This flexibility adds to the app's usability, allowing users to easily transition between different devices.

NOW TV enhances the user experience by offering personalized recommendations based on user's viewing history, preferences, and watchlists. By selecting tailored content suggestions, NOW TV helps users discover new and relevant content based on their interests, increasing engagement and satisfaction.

NOW TV's on-demand streaming model allows users to watch content at their convenience, without being tied to fixed broadcasting schedules. Users have the freedom to binge-watch entire seasons of their favorite shows, catch up on missed episodes, or explore new releases at their own pace, providing a flexible and customizable viewing experience.

NOW TV partners with leading studios, networks, and production companies to offer exclusive content and premieres that are not available on other streaming platforms. By securing partnerships and licensing agreements, NOW TV provides users with access to unique and compelling content that enhances its appeal and sets it apart from competitors.

NOW TV prioritizes delivering a high-quality streaming experience, with smooth playback, HD video quality, and minimal buffering. By ensuring an immersive viewing experience, NOW TV enhances user satisfaction and loyalty, encouraging users to return for more entertainment.

Integration with the SOS of various devices ensures smooth functionality. Leveraging the capabilities of the device's display, speakers, and network connectivity contributes to a cohesive and integrated user experience. The diverse content library appeals to a wide audience with varying tastes and interests. From movies and TV shows to live channels, NOW TV caters to different age groups, genres, and demographics, making it an inclusive platform for entertainment. Features that encourage user engagement, such as personalised recommendations based on viewing history, further enhance the app's appeal. By providing a tailored content experience, NOW TV increases user satisfaction and retention.

NOW TV presents content in a clear and visually appealing manner, with thumbnail images, descriptive titles, and brief summaries that provide users with relevant information about each title. The platform's layout is designed to showcase featured content, trending titles, and personalised recommendations prominently, ensuring that users can easily discover new and popular content.

NOW TV prioritises delivering a great playback experience with smooth video streaming, HD quality, and minimal buffering. The platform's advanced streaming technology optimises playback performance, ensuring that users can enjoy their favorite movies, TV shows, and live channels without interruptions or delays.

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Strengths	Weaknesses
● NOW TV hosts a diverse library of content, including movies, TV shows, and live channels. This variety caters to a broad audience with different entertainment preferences, allowing for a much wider audience than if they focused on just one genre. User's have access to all genres of movies and TV Shows from a range of different time periods, as well as the content library constantly updating, ensuring that it's as appealing to users as possible. NOW TV also has various live channels so that users can stream their favourite shows, such as football games, in real time. This makes the app fit its intended use perfectly ● The app's compatibility with multiple platforms, including smartphones, smart TVs, and gaming consoles, provides users with flexibility in choosing their preferred device for streaming. This cross-device compatibility enhances the accessibility of content and is a huge strength overall. NOW TV is designed to be used on a wide range of TVs so most users can use the app regardless of their TV. However, it is also available on smartphones and tablets, allowing its users to use it from anywhere With an internet connection. Regardless of the device used to access the app, NOW TV keeps the user experience the same, using the same interface and giving the users the ability to transition from one device to another without sacrificing the quality of their viewing experience.	● Compared to some other streaming platforms, such as Prime video or Netflix, NOW TV has a more limited offering of original content. For users specifically seeking exclusive or original productions, the platform's content library will be seen as less impressive. Having a range of original content is always a huge advantage as it's what allows users to tell the various streaming services apart. Platforms like Netflix and Disney+ lean heavily into the original content market which makes them very successful and it may cause NOW TV to have less appeal to an overall audience. ● NOW TV has a reliance on a subscription model. Users must have an active subscription to access the content, which may limit accessibility for those who prefer free or ad-supported streaming services. NOW TV only has one available subscription at a single price. This subscription model may be something that discourages some users from using the app and instead using a streaming service that has a tiered subscription service that is cheaper but has less benefits. Having just one subscription option is a weakness as it isolates a huge demographic of people who aren't able to afford the current option.