Assignment 2 | Project Idea

Overview:

As a collective our group has decided to pursue the idea of an application that manages and organizes chores, tasks and activities. It will be highly customizable and easy to manipulate, for any parent or guardian that wishes to stay on top of their child’s day. The application will be introduced to children as a game which rewards them for doing their chores, tasks and actives that their parent/guardians set. The app can also be used as a planner to further organize a child’s week. A wide range of rewards such as, in game points, level ups and even real-life gifts (prepared and presented by parents/guardians) can be achieved with the completion of tasks, chores and activities.

Motivation:

Raising a child has been seen as one of, or if not the hardest tasks a parent or guardian will have to go through in their lifetime. Being the toughest job in the world it’s hard to see, in this day and age how there isn’t a popular parenting application. Our group has decided on making an app that works alongside parents to maintain and monitor a child’s day including their chores, tasks, homework and other certain activities that need to be completed. We believe parents have it hard, coordinating their own tasks and commitments as well as their children’s. Helping with this dilemma will not only ensure a healthier relationship among parents and children, but also a less stressful and more organized life for parents/guardians.

Having children experience how to organize their life at a young age would benefit them drastically in the future. To motivate the children the application would be configured as a game instead of a simple planner. Incorporating games with chores and activities will help children stay engaged in what they are doing. Adding rewards will allow for children to feel a sense of accomplishment and reinforce the idea that what they are doing is not pointless. Parents/guardians will have an option of rewards that they can choose for specific chores, tasks and activities.

The market for this application is wide and diverse. According to The Australian Institute of Family Studies (https://aifs.gov.au/facts-and-figures) the number of single parents has tripled from 2013. With this rate expected to increase, it’s hard to see why there isn’t already a popular application that offers aid to these types of parents. The Australian Bureau of Statistics calculated in 2016 that there were 9.2 million families in Australia, with a predicted 13.2 million families within 2041 (https://www.abs.gov.au/statistics/people/population/household-and-family-projections-australia/latest-release). With this exponential growth of new generation parents, it seems logical to offer aid in the form of a digital application.

Research into other applications that offers a similar feature list to the one we have proposed is evidently non-existent. Which can be seen as both good and bad. Most other application are either a planner (e.g. The Cozie Chore App, S’moresUp Chores and Our Home Chores), or offer parents/guardians control over a child’s pocket money for the chores they do (e.g. Kachinga Chore and Allowance and Greenlight Chore and Allowance). As there is no other application like the one we have in mind, there would be a level of risk involved as success with a new innovative idea is not guaranteed. But this can also be considered a benefit as we would offer more than just one function, making our application an allrounder with a planner, game and progress tracker.