1. Detail the real-world issue or problem that you solve by developing a mobile app. Justify your response.

I plan to tackle the issue of people not understanding the logistics and logic of coding which can lead to scams being very successful against people unaware. I am doing this because every day I see tons of accounts that have been hijacked by hackers and phishing attempts, so I would like to reduce that amount. I want to spread the knowledge how and why these hackers do this, and how to spot that it is a fraud. I also want to tackle a little bit how to minimize the damage caused by successful attempts, such as setting up a keyphrase or signifier so that friends can easily tell if you’re not controlling the account. Also I would like to tackle delayers such as 2 factor authentication and VPNs and how they can help a lot with instant protection, but also not something to entirely rely on.

1. Categorize the demographics of your target audience for your mobile app.

My target demographic is users that are less familiar with coding and how exactly scams work. This includes older people, kids, or simply just those that don’t understand the internet much.

1. Provide details for at least four design aspects that will be considered (e.g., theme, color…etc.).

For my theme, my goal is to make it as welcoming as possible to people and to not feel like a lecture. I will use nice and fun colors, with a more relaxed tone and style of explaining. I will also include command prompts built into the app so that users can try out what they have learned straight from the app. I will include examples of common scam messages and themes.

1. Provide details for how you intend to meet your measurable goals.

-Template

-Write it up

-Navigation

1. Provide detail for how competition may interfere with the success of your mobile app.

I don’t feel that competition will interfere too much with my app, as it is targeting a more casual audience than most. I will however run into issues in getting people to try the app in the first place.

1. Provide details for how you intend to ensure that the project benefits will outweigh the risks.

Make it secure and easy for any user to use. I will use security protocols and simple gui with the places where you can test out the code included.