1. **What is the purpose of the application?**

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.

1. **What are your goals for the application (specific and measurable goals)?**

I want to spread the knowledge of 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. **Who is the target audience (users of the application – be specific)?**

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. **Who are the competitors for the application (not just apps, but retail, public sector, etc.)?**

The main competition for this app is simply just other tutorials and apps aiming to teach about coding.

1. **What other risks could affect the success of the application?**

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. However, one risk is it allowing exploits using the code feature in the app, so that I will have to be careful to avoid.

1. **What is the timeline for application development?**

Getting the app out of the door should not be too difficult, as I have ideas of how I want the app to present itself and teach people. I will have to create a prototype, then test it to see if it can be exploited before release.

1. **What is the most important benefit of the application (value to the audience)?**

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. This is because I feel that too many apps of this kind focus too much on the fact that things work, but never on how they work which in my experiences in understanding anything, learning how something works is way more useful as it lets you see the bigger picture and think of how to use something.