Project Proposal

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**OVERVIEW**

The Project is a simple app that will block access to apps or features on the phone for a certain amount of time. The block can be undone by completing a reaction based game.

**Initial Market Analysis**

Based off of our market research, there are a huge amount of competitors in this market but we differ from them because of the game aspect. Other apps on the market that offer similar services are apps such as “Drunk Mode”, “Drunk Locker”, “Block my apps” and many others.

The above apps and more, are available for free on the Google Play store. “Drunk Locker” allows the user to block certain apps using a timer, while “Drunk Mode” focuses mostly on preventing the user to send drunk calls or texts. Finally “Block my apps” temporarily blocks certain apps selected by the user and to unlock the app, the user must complete three maths questions in a row. None of these apps are able to do what we are hoping to accomplish. With “Drunk Locker”, you can bypass it easily and also lock yourself out of an app for an incorrect time period. And for “Drunk Mode” it focuses solely on messages and calls. While looking at other similar drunk apps, we could not find a free or paid app, that allows the user to disable the block via completing a puzzle or game.

**Product Proposal**

This product is an app that will allow the user to block access to certain apps and features on their phone until the requirements are met to disable the block. The user can undo the block by completing a reaction based game within a set time period proving that they are not drunk. People’s reactions tend to be slower when they are drunk, so when they fail to match a reaction time (previously set while sober) they will have to wait until they are sober to use the blocked app(s) again.

**References**

ScienceDaily. (2019). *Alcohol increases reaction time and errors during decision making*. [online] Available at: https://www.sciencedaily.com/releases/2010/10/101019162149.htm [Accessed 20 Sep. 2019].