

## Market Analysis

### **Target Market**

Our target market is children who would like to become more organized in school to complete their assignments with a higher degree of efficiency and accuracy. Because children will not always be proactive enough to find a productivity app on their own, the parents of these children are also a target of our app. Studies have shown that people's use of phone applications have shifted more from leisure, like games and other sources of entertainment, to more functional apps, including productivity apps like Q. AppAnnie, a leading app analytics company, asserted in their 2015 study, that the amount of downloads of non-game apps will rise from 65.7B in 2015 to 182.1B in 2020. Similarly, the revenue from these apps will rise from 6.3 to 26.4. This data shows that the market is growing, and Q appeals to a viable population. Within this market, our app appeals specifically to children and parents who value education and would like more tools to help with educational success. Research has also shown that the amount of children using smartphones has continually increased with the rise of technology. One study reported that 75% of 4 year olds have access to a smart-phone. Another stated that the average age a child gets his first mobile device is 12.1. This shows that children are indeed using smart-phones, so there is a market for Q.

### **Profile of Competitors**

To-do list apps are very common in the app store because of their relative ease to make. This means that Q will have a large number of competitors. Despite this amount of competition however, there is not a single company that dominates this segment. Wunderlist and Errands To Do List are two of the most downloaded to-do list apps in the app store. Both of these apps are free with in-app purchases. Because there are no prominent to-do list apps specifically catered to children, chore organizing apps for kids may also be competitors. Two of the most prominent of these apps are Chorma and Chore Pad. These apps cost \$4.99 each and help children and parents to organize house chores. These apps have an advantage over Q because they both already have a large market share and customer base. It should also be taken into account that smart phones frequently come with planning apps of some kind, such as Calendar on the Iphone, so people may not look for additional planning apps in the app store.

### **Competitive Advantage**

The main advantage of Q is that there is currently not a prominent to-do list app designed specifically for children's homework assignments. Based on the fact that the market is undeveloped with no juggernauts, cornering the market could be really made easy if the development continues to add features the users want. Q specifically allows users to order their daily tasks based off difficulty, as where other to-do list style apps force the user to order the tasks by hand. With a more intuitive approach, our app would save time (in the task ordering phase), and create a more efficient time-saving/ productivity-boosting methodology.

## Results of First Iteration

Well, it was a rocky start to get going. We didn't really know what strengths and weaknesses we had, but we were able to get a start. We set out with a pretty ambitious goal and while we thought things were fairly achievable; we still had a lot to learn about, from back-end to front-end to just making a nice looking presentation. We have learned javascript at this point and have set the scripts for the back end information processing up along with a database with proper tables and table links (mainly running along a user ID). Now it's all about CSS styling and creating the meat of the apps. We were able to get a couple of pages running, but like I said we just need to link them together and get the information to and from the scripts.

## Additional Requirements

The screenshot displays a Jira Kanban board with the following workflow stages and issues:

- New Issues (2):**
  - q #10: Milestone 4
  - q #11: Get messages API working and test session deletion.
- Backlog (4):**
  - q #12: Title Page
  - q #14: App page
  - q #13: Finish log in/sign up page
  - q #15: Logout page that redirects to home
- In Progress (0):**
- Done (0):**
- Closed (9+):**
  - q #7: Sprint / Waterfall
  - q #8: Create an Infographic
  - q #9: Figure out how the hell angular structures itself
  - q #6: Milestone 2
  - q #5: Milestone 2
  - q #4: test???
  - q #3: // test issue
  - q #2: Slacktest
  - q #1: Slacktest

At the bottom of the Closed column, there is a link: [Load more issues...](#)