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<u>What our app does:</u>

Our app, *Ace* (tentative), is a study app that will combine studying, planning, and friendly competition. We took inspiration from Duolingo's leaderboard, where you get placed into leagues and can be promoted, re-placed in the same league, or demoted to the league below, depending on how well or poor your competition is doing. While competition might not mean much for some people, the idea of earning points, completing quests, and getting achievements are all things that are just as big of a motivator. This competition falls into our "socializing" category, where it is awaited by features like messaging and stories (similar to Instagram or Snapchat).

The main focus of our app is that it is a study app. It will ideally have just about everything that a student would need, in scope of this class. In our "study" category, we include flashcards, a test maker, a study timer, and a feature to import notes from other apps like Google Drive or Notion. We want our users to be excited to study. Our app will be giving them "experience"– something that they are gaining in real life but is often hard to recognize as it's currently happening.We also hope to have the time to add different themes, both pre-made and user uploaded, that will excite the user to have an aesthetically pleasing workspace.

<u>Identifying three apps that already exist/do similar things:</u>
➔ Notion–
◆ Excels at:
● Organization
● Scalability

- Ease of connectivity/integration of outside/other tools and existing software
- Cross platform progression
- Free version
◆ Falters at:
- Learning curve
- Unavailable offline
- Mobile UX– glitches and performance issues on mobile; doesn't meet its purpose/look as well as the desktop version

➔ Duolingo–
◆ Excels at:
- Addictiveness– leaderboard, satisfying "correct" sounds, push notifications, streaks
- Ease of access/no time commitment– you can study for as little or as long as you want
- Currency system– you can use gems for cosmetics or to test your knowledge under a time limit for special edition badges
- Learning– has actual lessons to teach you visually/audibly
- Memorization
◆ Falters at:
- Free version– ads galore
- Punishes you for mistakes– free version forces you to take a 3+ hour break when you make five mistakes
- Lost progression– Deletes all progress for some people

➔ Quizlet–
◆ Excels at:
- Offline mode
- Variety of study modes– turning flashcards into quizzes
- Turns notes into flashcards/outlines
- Streaks, achievements
- Memorization
◆ Falters at:
- Paywall– you now need to pay for a subscription; you also used to/may still need to pay to add basic things like images to flashcards

- Imports– imports are disorganized
- Organization of flashcard descriptions (cannot verify this but it's in one of the app reviews)
- Accessibility– not great for screen readers

Who would benefit (stakeholders):

1. A student who is trying to be more organized with their school work and tends to wait until the last minute to do their classwork or study for tests. *(procrastinators)*
2. Competitive students who want some friendly competition to prove themselves as the world's most studious. *(tryhards/overachievers)*
3. Freshman who are adjusting to college life and transitioning from high school. *(inexperienced)*
4. Older, "non-traditional" students who have not been in a school setting long enough to struggle with their organization. *(out-of-habit)*
5. A student who struggles with mental health and goes through cycles of burnouts. *(struggling with outside influences)*