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Proposal for SafeSpace

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Executive Summary

Our current generation is the age of communication. With the modernized use of social media and various chatting applications, conversations can be held instantly across long distances. This, however, requires censorship.

Our target clients are anyone wanting to use a chat application (whether it be family, friends, or coworkers) that censors the use of negative and/or offensive language. SafeSpace aims to provide the most positive experience for all users while still being an efficient and simple application.

Current competitors to SafeSpace involve Skype, WhatsApp, Discord, and Kik. They are all successful in providing an efficient interface for users to chat on but fail to completely moderate the language used on the platforms.

SafeSpace's aim is to correct this issue by providing a safe and inclusive platform for individuals to connected to one another.

Gap in the Market

In the current market, competitors fail to provide a well-moderated platform that can be safely accessed by children and younger adolescents. Whenever parents first introduce their kids to the internet, there is always fear that they may be attacked by use of foul language or references that can alter their young personalities. SafeSpace offers parents stability, enabling their children to socialize safely. Group messaging in the app allows any group or organization to have a polite and safe conversation, without the need to worry about harmful language.

Meeting the Market's Needs

SafeSpace will meet the market's need by providing a simple and safe mobile chatting application that will be appropriate for all age groups. The goal is to moderate and restrict the use of toxic language as to prevent any hostile and/or unfavorable interactions between users.

Implementation

Management

SafeSpace will be managed by its contributors and developers.

Development

SafeSpace will be developed using the following technologies:

- FrontEnd(User Interface);

SDK's such as Flutter and XCode offer a great platform for developing the   user interface of the app. Simple to use and easy to learn, it is the obvious   choice.

- Backend (Web Server/Database);

Google FireBase (platform for creating mobile and web applications)

As SafeSpace grows in users, the team plans to invest in servers to reduce   future

costs.

Marketing and Distribution

Our app will be marketed on the Appstore for free with the inclusion of various ads.

An ad free version will be added at a cost.

Monetization

Monetization of our app will be accomplished through purchase of an ad-free

version as well as sponsorships and various in-application purchases.

The Problem and Our Solution

The problem with the current solutions on the market is that they are personalized

to fit a distinct group of people. For example, Skype was created with businesses

and coworkers in mind, while Discord is tailored towards gamers.

The solution SafeSpace plans to focus on is providing a fast, efficient, and safe platform for all ages to be able to chat and connect with each other, without fear of foul or malicious intent.

Industry Need for Our Technology

SafeSpace aims to serve as the safest and most inclusive chatting application the industry. The goal is to have features accessible from other apps (such as photo sharing, group chatting, and voice and video calls) while also being the most moderated and prominent messaging app on the market. Whether between strangers, long distance friends, or family members separated for the holidays, SafeSpace pursues to fill the need for a moderated platform for people to all individuals.

Market Analysis/Primary Market/Secondary Market

The main competition for SafeSpace is What'sApp and Kik. Both are popular Appstore messaging applications that have over a billion active users. The main goal is to emphasize the distinction between our platform's moderation and safe language versus our competitors.

The primary market will be focused on teenagers and adolescents in school that frequently use such applications. The secondary market will be bigger groups, such as families, organizations, and businesses.

Marketing Strategies

The strategy that the SafeSpace team is taking to enter the market is to provide a free messaging application for parents that want to moderate their children's mobile web usage. As more customers began to take interest in SafeSpace, it will expand its advertising to draw in more specific groups and organization's needs.

The sales strategy that the SafeSpace team will be taking is to draw in customers with the pitch of a free, inclusive platform for all ages. The main pricing will be

coming from advertisement revenue, and users can pay to come up with an ad-free version.

Competition

WhatsApp

WhatsApp is a free multiplatform messaging application that competes with the messaging application that we are creating. It is the most popular free app in the genre and competes in the same market.

Kik

Kik is a free messaging application available on both Android and IOS operating systems. While like WhatsApp, it differentiates in having more features such as a browser and "Match and Chat".

Development Strategy

SafeSpace plans to develop in stages to properly establish working prototypes before release. The stages will continually build upon older models that have been deemed to be successful.

Planning Stage; In the planning stage, various ideas and models will be shared to come up bring everyone on the same page. The GUI of the app will also be drawn out so that the coding process will go faster and more smoothly.

Coding/Debugging Stage; A successful prototype/model will be picked and efficient team coding will begin. The trial-and-error process will ensue until a base version of the application is made.

Development Stage/Launch; SafeSpace team will be applying finishing touches and reaching out to have clients test the product. Once successful improvements are made, the product will be released.

Barriers

SafeSpace will face many barriers and challenges when trying to enter this market. A few of these barriers include:

- Competition with similar apps in the market

- Implementation of new features to keep the interest of users

- Standing out from the various amount of similar apps

- Advertising to popularize the application

Critical Risks

One major risk in creating SafeSpace is that the customer may not agree or subject to wanting their speech limited. An argument can be made by users that disagree with a platform restricting speech, and who would rather use the competitor's application non-moderated application.

As a team, we will need to heavily emphasize the importance of a safe, moderated chat and how it prevents unacceptable experiences that a user may face. The main draw towards the application will be zoning in on the experiences of those who have witnessed toxic language. For SafeSpace to be the most all-inclusive messaging platform, negative and harmful language must be removed.

Interviews

The following questions were asked to LSU students:

What application do you primarily use to communicate with other people? 11
responses

1. **Snapchat**

2. **What'sApp**

3. **IMessage**

4. **What'sApp**

5. **IMessage**

6. **Discord**

7. **What'sApp**

8. **Kik**

9. **Kik**

10. **What'sApp**

11. **Snapchat**

What features do you like about the application? 11 responses

1. **I like how you can send photos to friends and continually keep streaks**

2. **How simple and easy it is to use**

3. **Being able to voice and video chat with my friends**

4. **I can send voice messages to my family**

5. **I enjoy the dark mode as it makes it easier on my eyes**

6. **I like having everything available at the swipe and press of a finger**

7. **I like the aesthetic and the logo**

8. **It came with my phone, and it works super well**

9. **Constant updates, and I can do group calls easier than other apps**

10. **Keeps track of my friends and makes it easy to keep track of notifications**

11. **The ease of use and freedom**

What features do you dislike about the application? 11 responses

1. **I wish we could have a story feature to post images and videos on**

2. **The lack of changes**

3. **How slow the application is on my phone**

4. **My messages refusing to send at certain points**

5. **I dislike the useless the report function feels when reporting another individual through the system**

6. Sometimes it's hard-to-find users amongst my contact lists

7. I hate how I am constantly being spammed by random numbers and users

8. The font

9. Random users add me and send me rude messages

10. The report features

11. There seems to be no privacy options or safety precautions in place to prevent malicious people

Have you ever had a negative experience with another user involving foul or harmful language? 11 responses

1. A few times

2. Once or twice

3. Yes(5)

4. Not really

5. Yes until I set my privacy settings

6. Never

7. Occasionally

Would you be interested in an application like SafeSpace? An alternative platform that provides all the benefits of a normal messaging application but with the plus of restricting the use of toxic language. 11 responses

1. **Most definitely**

2. **Yes(3)**

3. **I would have to check it and try it out first**

4. **I wouldn't mind trying it**

5. **If it helps stop trolls, then sure**

6. **I may use it in addition to my current messenger, it sounds interesting**

7. **Yes, of course**

8. **Probably not**

9. **Definitely**