

## Homework 2

### App Ideas

#### ➤ Habit breaker

- Similar apps
  - Fooducate
    - Only for food
    - Terrible UI design
  - Quit Now!
    - Only for tobacco products
    - No ability to customize motivators/ no accountability
  - TimeCamp
    - Only for procrastination
    - So many ads and limited feature on freemium model
  - Quit That
    - Too general purpose for any habit
    - No ability to make it specialized for the habit you are trying to break
  - Caffeine Addiction Calendar
    - Looks too gimmicky
    - Almost looks like its for kids
- Audience
  - Adult coffee drinkers
  - Self-care enthusiasts
- Why better for audience
  - More specialized habit breaker app
  - Able to offer customized motivators.
    - i.e cost of coffee per month
    - time wasted waiting for coffee
    - number of lbs of plastic adding to landfill
    - etc
- technologies
  - gps
  - internet
- Price
  - \$1.99 - I feel that someone looking to break their habit wouldn't want to have ads all over the screen all of the time as it distracts from the main purpose of the app. This minimal charge would make it feasible to continue maintenance and updates to the app.

#### ➤ AR picture Hanging

- Similar apps
  - AR Photo Frame
    - Pictures look absolutely terrible and not at all representative of real life

- Not able to have more than two to three pictures
  - Wallary
    - Much better photo quality and lighting conditions
    - Very heavy app at 202.3 mb of storage
  - White Wall
    - Difficult for user to place photos on walls that are not a solid color.
    - Only able to have a close up view of the photo and cannot see the whole room
- Audience
  - Belabored husbands
  - Artistic individuals
  - Home owners
- Why better for audience
  - More choices in photo frames
  - The ability to make your own frame
  - Whole room view
- technologies
  - camera
  - accelerometers
  - internet
- Price
  - Free – in app purchase of frames from vendors
- Straight edge app
  - Similar apps
    - I had a hard time finding anything that wasn't for photos on the phone I wanted to do photos already hung on a wall and it helps you to straighten them
  - Audience
    - Home owners
    - Families
    - The elderly
  - Why better for audience
    - Able to take away the mystery of "is the photo crooked?" between two parties
  - Technologies
    - Camera
    - internet
  - Price
    - Free – offer hardware and frames through app purchases