



App Idea:

WordNest

Planning, Revising, Editing, and Rewriting

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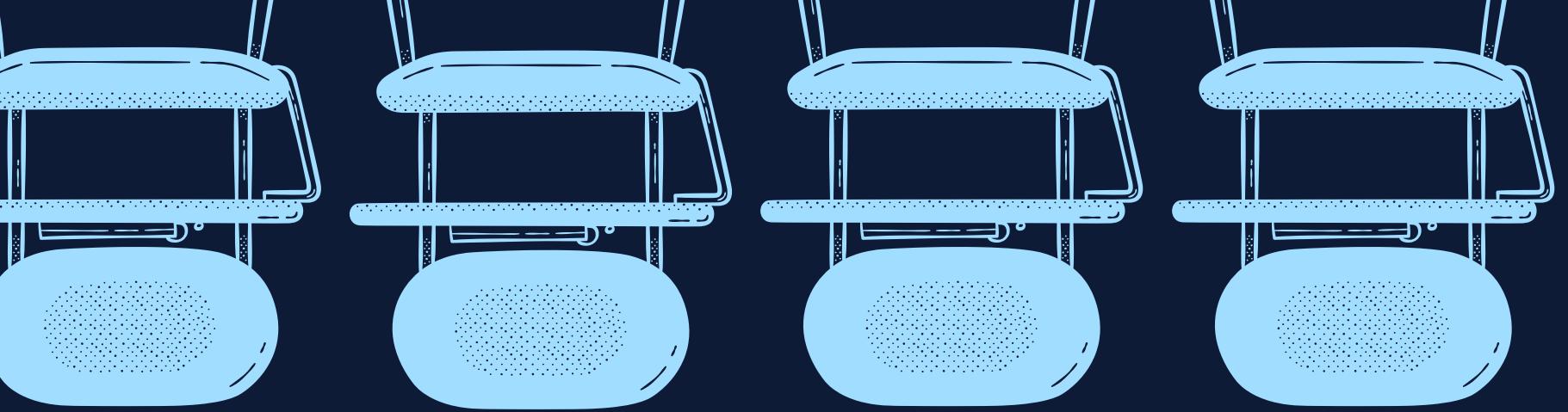


Objectives

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Overview of WordNest

Today, there are a lot of methods to access the dictionary, may it be a website, an app or the physical copies. Although most of them bombard the user with confusing things with the words and the dictionary and also they look outdated and too formal. Word Nest welcomes you with open arms with its sleek and simple design so that they won't be overwhelmed.



Key Features

Text to speech

As with every dictionary app, our website features a text to speech feature to make users know how to pronounce the word they searched for

Simple User Interface

Our website aims to be as simple as possible by having no other extra bits of info, just the word and its definition.

Search Feature

Just like every other dictionary application our app plans to add a search feature

Target Audience

Main Target Audience

Our main target audience are casual users as well as children who want to learn more words from an English Dictionary

Limitations

Dictionary websites and applications overwhelm the user with too much information on the screen, whether it is the history of the word or just way too much information that's given. The design of these websites as well have a bit too much formality to the point where the web pages of these sites feel old to look at.

Solution

Since this website is designed for simplicity, it would solve some of the problems with dictionary apps and websites if they made them a bit more casual and nice to look at. It would attract more people to use our website since it doesn't have too much going on in the web pages, and it would appeal to kids and teens who want to improve their english.



Competitive Landscape

Other Applications

- Oxford Dictionary
- Word Web
- Merriam-Webster

Advantage

Our application tries to give a dictionary that casual users and kids could use with being straightforward

Disadvantage

Needing internet
- Other apps have been up for a longer time and manage to amass a larger audience

Monetization Strategy



Our application will have
advertisements as a
main source of income
and monetization

In Conclusion

WordNest is a means to teach casual users children and teens to learn words with features such as Text to Speech and a simple design





Thank you for listening