ET570 Homework #1 Name: Rashida Thomas Due: 2.10.2020

Imagine an app   
Banking, Food, Dating, Sports, ANYTHING!  
Answer the 5 questions below about this imaginary app.

Company/App Name: Faith for the Flawed

1. What is the app’s goal?

To deepen a deeper faith for those pursuing a Christian experience.

2. Describe the user journey and experience?

The user will view a welcome page with links to devotionals, biblical scripture and articles of inspiration and examples of contemporary faith.

3. Where will content come from (internal company info or user-provided)?

Content will be provided by the developer and a team of contributors. After vetting, there will be a section for user provided content.

Interviews and conservations

4. Describe the look & feel?

The target audience is for users aged 13-40 therefore, the look will be clean with smooth transitions and very mobile friendly.

5. Which features and functions are included?

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### Social Integration to create a virtual community

### Customization

### Click elimination

### Push notification

### Offline features

### Feedback system

### Videos

### Message Board