

Homework Assignment 1: Reflections, ideas, and planning; submit by 15-sep-2022, 3:30pm (in time for class discussion)

Assignment Number: 1

Assignment Title: Reflections, ideas, and planning

Assignment due: Thursday, 2022-09-22, 0330pm (just in time for a possible discussion in class) Submit file name: 1\_ReflectionsIdeasAndPlanning

1. Based on the reports of your fellow classmates during our last class (2022-09-08), please briefly summarize any new ideas for apps to solve people's problems that you have come up with as a result of listening to other students.

Based on the class discussion, I believe an application to assist senior Citizens with basic yet essential tasks like paying bills, accurately filing taxes, While the implementation of the tasks to be done (filing taxes, paying bills is easy), the difficult part is designing an interface for the app that is user friendly, and understandable by non-tech savvy users, where most of the development work would have to be focused on. Another problem with making an essential needs app to be used globally is the language barrier. If a user living in a rural part of India wants to use the app, the contents of the app should be in his/her spoken language and not English.

2. Several people mentioned the “conflict” between the desire to have a free app, and developers’ desire (and need) to get compensated. Can you suggest any ways by which developers can reap their creativity’s and efforts’ rewards without alienating their “customer base” by inundating with ads and/or charging them.

Since a lot of effort goes into developing and designing an application, it makes sense for developers to reap financial benefits out of applications. As I suggested in our last class, I believe making 2 versions of any application, one with lite features, and another complete version for a price is a feasible option. For instance, if we were to make an application for accounting and financial management, a working-class employee with only basic requirements like keeping track of his financial status etc. can use the lite version and a small businessman who needs some of the advanced functionality like budgeting optimization can choose to pay for the complete version, As Professor Haim suggested, a freemium model.

Another approach could be to liaise with government funded VCs or tech hubs. For instance, In Hyderabad, India the state government set up a technology incubation centre called T-Hub, wherein, if your app is approved by a panel of

experts, the incubation Centre would fund your idea, provide stipend for the work and financial benefits if the app takes off.

3. Please point to any app/software/website that offers in your opinion an excellent UI/UX. Briefly explain in what ways you find its UI/UX to be so good.

One of the best UI/UX, in my view is of Netflix. The Design and interface of both their website and mobile app is very user friendly and easy to navigate. I say Netflix has an excellent UI/UX with respect to other OTT platforms like prime video. Every time I try to search for a show/movie to watch on prime video, I struggle. This is due to UI/UX that is very messy, in my opinion, the shows are not exactly categorized by mood, only by genre. On the other hand, Netflix in my view is excellent at compartmentalizing their contents, where I always have an alternative to watch based on the similarity to the show I just completed. This factor has more to do with Netflix's Recommender system engine than UI/UX, but they did a very good job at seamlessly blending the recommendations into the application.

4. Have last class's discussions and/or items #1-3 gotten you closer toward a page / app you would like to pursue as a project for this course? Please discuss briefly.

Last class on Wednesday and the points from the first 3 questions did give me some problems which can be alleviated by technology. But it is important to note, as Professor point in the class, that government regulation play a vital role in design and implementation of any app. For instance, as Juveria explained in class about food wastage, while the idea is noble, the regulation state that any food that is left outside for a specified amount of time should be disposed of.

The ideas from the class helped me understand that there are many problems that could use technology and applications, but the specific project I'd like to pursue, unfortunately is not in one of those ideas. I am still brainstorming and researching about potential ideas for apps that would help me and others around me. The survey from assignment 0 was a useful starting point for me. I intend to think about any other issues that would benefit from having an app in the next few days.

By "briefly" I mean briefly: as short as possible; as long as necessary.

