Feedback from my friend (business student)

BUTTON NAMES – focus on simplicity

If we use the ones from chatgpt it will be too abstract (she wouldn’t know what they refer to) (However, If we still choose to do this – put short description underneath in a short story)

APP NAME: definitely come up with your own name and make sure it fits all functionalities (not just safety like in WALK SAFE)

TARGET MARKET – for example: Our customers are people who don’t get around so easily (elderly people, disabled people)

If they ask about the target market (how are they gonna use the app? How are we gonna promote it)> think for example we plan to target the elderly people through Tv (MARKETING)

(Camelias random idea rn: if they ask why did we do a sketch we can say its part of the marketing campaign and we thought it would be a good idea to present the app in a different more fun way)

For PPT – Name of the app in the corner of all slides

Title slide – the app name big

LOADING SCREEN – a more colorful complex logo (the first one Sara did)

LOGO: without plant cause it makes her think about an app about walking in the forest

It doesn’t have to be necessarily themed based, its more important to mention the SELLING POINT = personalized route app in CJ

Instead of leaf put specific building