Assignment Four COMP-2097

My application is named *SimpleEats* and is a basic recipe service. The app is connected to a large backend database with plenty of dynamic recipes sorted by tags (style, protein, ethnicity, etc). The goal is to make the constant dinner routine every single person has easier and simple. This is why our business slogan/hashtag is “#MakingDinnerSimple”. Since this business is purely online content, having a strong social media presence is the key to success. When people are already on their phones reading your content from facebook or instagram, switching to the app store is as simple as 3 clicks. That is why SimpleEats is going to be heavily focused on community involvement through social media to raise awareness of this new app (especially since there are millions of apps available right now).

Our audience is a little tricky, considering anyone can use this app. Generally, our audience will be focused on people in the age range from twenty-five to fifty since the older age range is the most likely to be making dinners every night for themselves or family (Rajesh, 2017). With that being said, there are no restrictions on who can download the app so it is possible for teenagers or even children learning to cook to be on this platform. This is the exact reason why our social media policy is very clear: only positive attitudes and absolutely no vulgar language. Inside the app everything will be as professional as possible and simply laid out to engage every audience (including people outside of our target audience). Country wise, the app database would be hosted in north america so that will be the primary market, but since food is global every country will have access. This is the joy of a strong social media campaign, the outreach is endless from age ranges to nationalities.

The privacy of our users would be of the utmost concern, especially in today's era where everyone must be concerned about their privacy. This app would not contain much personal information about the users that they enter in besides a basic profile setup including name, age, and location. With that being said, there is a lot of metadata that could be collected to sell from peoples general eating habits to analyzed use of the app dictating when certain households prepare meals. Also, a person's income and wealth could be estimated through analyzing ingredients commonly found in a person's visited meals. This data would not be sold under our strict privacy policy because our company is not in the business of selling metadata. Providing a well based app to assist people in the future (with a subscription model) is how our income will be created without violating an individual's rights or our own privacy policy. This would also adhere to countries' data protection laws since, keeping it simple, we would not be distributing personal data of our users to 3rd party companies for any ad or metadata purposes (like previously stated). Our privacy policy would also include the rights of individual users when they post images/recipes of their own meals. A user posting in the app would have only basic information available to other users (like name) if they are consenting. If they wish to post anonymously to other users, then that will be as simple as indicating in their profile settings (to be clear: this would only be anonymous for other users, not the app creator for security reasons.)

Although social media is key, there is nothing more annoying than an account that litters news feeds with posts. Understanding that SimpleEats is an add-on app that isn't used every single day is a necessity for keeping our campaign from becoming annoying to our followers. SimpleEats will post on social media once a week on wednesdays (mid day well before dinner time) and once on weekend each post containing a few images of the hot dinners right now and one new recipe added. Using HootSuite this goal is easily maintainable since they take the scheduling directly out of your hands and will even remind you if there is no post queued for today. With these simple guidelines I believe that SimpleEats will reach the community without being a nuisance to people's feeds.

Reference List

Rajesh, Mallampati. 2017. Analysis of the National Health and Nutrition Examination Survey. India:NHANES

<https://unthsc-ir.tdl.org/handle/20.500.12503/27675?show=full>