

## Design

Use gradients to fill in background

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Have options function as popups which can be exit by swiping down

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Settings for different color backgrounds? dark, grey, white, etc.

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What built in options are there differentiate different activities?

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## Money

Free app, certain paid features? which features?

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Make a sort of premium membership with access to many more customizations?

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Limit to amount of advertisements ? Where do they show up?

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Perhaps make a sort of in-app currency.

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## Settings

Introduce wide array of customizable areas

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Allow certain connections to other apps (Social media)? what for?

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Ability to share activities/ routines with others?

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Activity/ routine deletion?

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## Growth

Which audience to appeal to?

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Potential changes in app after acquiring larger userbase?

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Consider advertisement on larger platforms, such as Youtube.

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Avoid being too greedy with monetization.

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## Constants

Which features must remain the same no matter what?

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Basic layout should remain same - ability to create and delete activities and routines with ease

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Locations of key buttons - settings, new, trashcan

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To avoid confusion, add too many new organization types.

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