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Written Project Proposals

Budgeting & finance goals app

- Purpose
 - the main task of the app is to track expenses. By doing so it can analyze spending patterns which in turn allow the program to provide users suggestions for their financial goals. This could be in the way of budgeting insights, reminding users of their monthly bills & subscriptions, and any adjustments the user should be making.\
- Target Market
 - the target market for this app will most likely be young adults, since they are most inclined to use a software to enhance their quality of life but are also old enough to be making a decent amount of money to have a need for a budgeting software. However, the app is for anyone who needs or wants a budgeting app that gives them personalized suggestions and feedback,
- Uniqueness
 - There are many budgeting apps on the market, however the uniqueness for this one comes from the fact that the software will be learning the users habits. The software will track expenses and learn how the user spends their money, then it can provide advice thats personalized and unique to the user based on those patters. There is also another aspect of the app where the user can set a financial goal, like saving money for a vacation, or for a costly expense, or even just an emergency savings fund. The app will use your spending patterns and create a plan or steps to get you to your goal.
- Why this project:
 - As a college student, I am no where near affluent and in general most other college students arent either. With a budgeting app, I could save more money to put towards the things I want, or have enough money for the things that I need. The project itself will deal with some of the following concepts: data parsing/analyzing, machine learning, use of libraries for data manipulation.

Personalized fitness social app

- Purpose:
 - The purpose of the app is to help the users set goals, track their progress, and use personalized routines to achieve their goals. The software tracks the users progress visually and also has a community element built into it to help keep the user accountability. Some features of the app include custom/personal workout plans, health tracking (such as tracking sleep, hydration, and nutrition), AI recommendations based on your patterns, and a social accountability section where users can connect with others to share daily updates, receive words of encouragement and motivation, and hold each other accountable.
- Target Market:
 - The target market for this app is individuals who are either fitness enthusiasts or beginners looking to become fitness enthusiasts and develop consistent healthy routines. It could also target people who aren't into active exercising but are still conscious of their health and are looking to improve or optimize their wellness. The social part of the app targets those who work better in a community and enjoy sharing progress with others.
- Uniqueness:
 - At this point there are many fitness apps on the market, especially since exercising has become more and more popular. The uniqueness of this app is that it integrates both an individual aspect where the user can set goals and see their progress towards them, and a social community aspect where users can hold each other accountable to reach their goals. Some unique features of the app include personalized routines where the user can input all of their information and context and receive a plan that will work with where they are at, and where they want to go. These plans will also come with personalized AI suggestions as to how to improve or what they should change. Another key feature is the community part of it where users can post daily updates and interact with other users.
- Why this project:
 - I personally have been exercising daily and going to the gym consistently since about 2 years ago and am currently in some of the best shape I've been in. Sometimes it gets difficult keeping in mind all of the progress that you've made and all of your exercise information. To progress quicker, one should know where they are lacking and their current rate of progression. By creating this app we will have a tool where one could reach their fitness goals and stay held accountable by a community of like minded people. The project itself will deal with some of the following concepts: data collection and analysis, some machine learning, building a social feed, data privacy/security