Assessment of Context

If this project were to be picked up by Samsung Mobile and turned into a major product that would be featured on the Google Play market and possibly come as a standard application on all Samsung Galaxy devices, we predict that it would be a success. Firstly, since Samsung Mobile is such as large scale company that distributes devices globally, the opportunity for expansion is great. The application could possibly come in different languages for different regions, but function the same universally. Samsung has sold over 100 million of their flagship Galaxy line devices worldwide, which demonstrates its popularity. If this application were to come standard on each device as part of the TouchWiz suite of applications, the potential for exposure would increase drastically, rather than with a more traditional channel of distribution such as the Google Play market or the Amazon AppStore. The utility of the application is universal. Categorized as a “productivity app,” Cause and Effect would be useful for any user who wants to get more out of their device and utilize all of the possible features, rather than the ones that are apparent at the surface.

For Samsung Mobile, the success of the application could drive more device sales. Specifically, if the application were to become more polished and intuitive than any other task automation software, it would be a strength to the devices and the company. Samsung Mobile marketers could highlight the application as one of the Galaxy line’s features during advertising to draw in more customers, comparably to the S Pen or the Samsung Wallet. Moreover, there is potential for a version of the application to hit the Google Play market, which could have advanced features and could generate revenue through ads, or pay for downloading. In addition, the Samsung developer community would also grow, as the Cause and Effect API would potentially be able to grow into an SDK for third party developers to create on top of. In the past, Motorola was able to use this strategy to include its Smart Actions application on all newly purchased devices from their flagship Droid line. Smart Actions functions in a manner similar to Cause and Effect, automating tasks, features, and regulating battery life in the background, so that the user can keep use the device for other purposes. This application is Motorola device exclusive and does not have the large potential for growth as Cause and Effect would.

Since the application itself is not physical, but rather acts as software on a mobile device, there does not seem to be any apparent environmental impact. As the application progresses and evolves, this could change, as more efficient use of the device by user created rules could potentially make the device use less battery power overall. As a result, the device would act more efficiently and draw less electricity from the battery and not need to be charged quite as often. Consequently, there is a possibility that the application may allow the user to make their device behave in ways that are not efficient to power use and may draw more power than usual, either intentionally or unintentionally. This can be detrimental to the environment as more power may be consumed by a single individual. When this is scaled to many individuals, the effects may cause a substantial draw of power or electricity from the external environment. Since this would not be ideal, we would push users to create efficient rules with best practices to encourage efficient use of the limited power supply of the mobile device.

Finally, the application itself may have some beneficial and detrimental effects on society. Were the application to find its way to a majority of user’s mobile devices, several unforeseen results may occur. Task automation applications allow the user to convert their mobile device into a personal assistant. Moreover, task automation allows the user to set a rule once on the device and forget that it even exists, allow the device take care of the details in the background, while the user is able to utilize the foreground for other, more practical purposes. Task automation created with artificial intelligence may allow the device to learn from the user and how users interact with their devices. The application may be able to offer suggestions on useful rules that may makes the user’s life a little easier each day or save time in the long run, as the device and application would take on the mundane and tedious tasks that users dislike about their devices. Issues may occur when users grow too dependent on task automation. If users were to think all devices to take care of mundane tasks in the background, these ideas may lead to unrealistic expectations in the real world, also. These tedious and boring tasks make up most of our daily lives and are part of a routine that may live by in a moderate lifestyle. To push this to the extreme may be unreasonable, but not out of sight. If users were to expect more and more tasks to become automated, it may project into their daily lives and effect how they see the world.