

## ## Favorite Existing Apps - List

1. Espn (Sports app)
2. Amazon (Shopping App)
3. Blackboard (College class portal)
4. Step Tracker
5. Weather Guide
7. Shopping App with one type of product

## ## Top 3 New App Ideas

1. Amazon (Shopping App)
2. Step Tracker
3. Shopping App with one type of product

## ## New App Ideas - Evaluate and Categorize

### 1. Amazon (Shopping App)

- **Description**: The Amazon Shopping app revolutionizes the way users shop by providing a seamless and secure platform accessible from their mobile devices. With an extensive selection of millions of products spanning diverse categories, including electronics, fashion, home goods, books, and more, customers can easily find what they need with intuitive search and browsing features. The app ensures secure transactions through Amazon's trusted payment system, allowing users to store multiple payment methods and shipping addresses for efficient checkout. Personalized recommendations cater to individual preferences, while real-time notifications keep shoppers informed about exclusive deals and discounts. Order tracking and easy returns streamline the post-purchase experience, ensuring customers are always in the loop and satisfied with their purchases. Whether browsing for essentials or discovering new favorites, the Amazon Shopping app delivers unparalleled convenience and peace of mind to users worldwide.

- **Category**: Shopping

- **Mobile**: Mobile is essential for the convenience of the app so it is possible to use anywhere.

- **Story**: The Amazon Shopping app offers a compelling narrative by emphasizing its convenience, security, and personalized shopping experience. Its value proposition is crystal clear, catering to users' needs for seamless browsing, secure transactions, and hassle-free post-purchase support, making it a product that friends and peers would likely embrace enthusiastically.

- **Market**: The market for the Amazon Shopping app is extensive, targeting a diverse range of consumers seeking convenience and security in their online shopping experience. With millions of users worldwide and the ongoing growth of e-commerce, the app's appeal spans across demographics, making it a widely embraced platform for digital shopping.

- **Habit**: The Amazon Shopping app can be habit-forming for users due to its convenience and extensive product selection, leading many to use it frequently, sometimes daily. While the primary function is consumption, users may also engage in activities such as leaving reviews or creating wishlists, contributing to their overall interaction with the app.

- **Scope**: The scope for the Amazon Shopping app is well-defined, encompassing essential features like browsing, searching, purchasing, and order tracking. While completing the app may present technical challenges, focusing on core functionalities within the given timeframe is achievable, and even a simplified version would still offer an engaging and valuable shopping experience for users.

## 2. Step Tracker

- **Description**: The Step Tracker app is a fitness tool designed to monitor and track users' daily physical activity by counting their steps. With a simple and intuitive interface, users can easily start tracking their steps with just a few taps. The app utilizes the sensors in the user's smartphone to accurately record steps taken throughout the day, providing real-time updates on their progress towards daily step goals. Additionally, users can view detailed statistics and insights into their activity levels over time, helping them stay motivated and accountable for their fitness journey. The Step Tracker app also allows users to set personalized goals, receive notifications, and share their achievements with friends and social networks, fostering a supportive and interactive community around healthy living. Whether walking, jogging, or running, the Step Tracker app empowers users to take control of their fitness and make every step count towards a healthier lifestyle.

- **Category**: Fitness

- **Mobile**: Mobile is essential for the tracking of the steps as there needs to be a way to track the distance walked to properly use the app.

- **Story**: Once completed, the story surrounding the Step Tracker app is highly compelling, as it resonates with individuals seeking to improve their fitness and overall well-being in a busy world. The value of the app is clear to the audience, offering a simple yet effective tool for tracking activity, setting goals, and fostering a supportive community. Friends and peers are likely to respond positively to this product idea, as it addresses a common need for convenient and motivating fitness solutions, potentially inspiring them to join in and embark on their own fitness journeys.

- **Market**: The market for the Step Tracker app is sizable and diverse, appealing to individuals across various demographics who seek to monitor and improve their physical activity levels. While providing value to a broad audience, it also holds potential for niche groups like fitness enthusiasts or those with specific health goals, offering tailored support and motivation within a well-defined user base..

- **Habit**: The Step Tracker app can be habit-forming for users striving to improve their fitness, often leading to frequent usage as individuals monitor their daily step counts and progress towards goals. While primarily used for consumption, users actively create and adjust goals within the app, contributing to their engagement and motivation to maintain a healthy lifestyle.

- **Scope**: The scope for the Step Tracker app is well-defined, focusing on essential features like step tracking, goal setting, progress monitoring, and community interaction. While there may be technical challenges, completing the app within the program's timeframe is feasible, and even a simplified version would offer valuable functionality and user engagement

## 3. Shoppi (Shopping App)

- **Description**: This application will allow users to order items as they please. Users can search across a wide range of hair care products. As the user picks out the item they want, a series of pages will show; guiding the user to buy the item of their choice and check out in the cart. The cart will allow the user to buy multiple items at one time if they please. Once the user checks out there will be a payment screen where the user will input the necessary details in order for the item to be processed correctly and swiftly. Once all of this is done the user will receive the item that they ordered.

- **Category**: Shopping

- **Mobile**: Our app allows the user to interact and purchase items on the web using location, and real-time processing.

- **Story**: The intention is clear to resembling an online shopping app with a clear focus on hair care.

- **Market**: Market: Most of population (online shoppers)

- **Habit:** Average user would open this app daily to see new items or deals. The user will not be able to create on the app.

- **Scope:** This application has a clearly defined purpose as an online source for users to purchase hair care products and will be completed in a timely manner.