

IWS HOMEWORK-1

1. Based on the reports of your fellow classmates during our last class (2023-09-25), please briefly summarize any new ideas for apps to solve people's problems that you have come up with as a result of listening to other students.

A student in class when reviewing Homework 0 talked about Peloton app and how it had issues with the app crashing quite a lot. A better app I've used before is Pilates Anytime Workouts which works perfectly and doesn't have any app crashes. A few more benefits of using this app are: Huge number of lessons available with fresh content videos. Quality and quantity of videos to choose from are excellent. The instructors are top notch. All the content is fairly organised. The teachers bring a wide range of experience and expertise. Interface and performance of the app is very good when compared to others. The videos are more interesting and unique. What would be better is if they provide some kind of offer or free trial for more than 14 days for students.

2. Several people mentioned the "conflict" between the desire to have a free app, and developers' desire (and need) to get compensated. Can you suggest any ways by which developers can reap their creativity's and efforts' rewards without alienating their "customer base" by inundating them with ads and/or charging them?

Few ways to get rid of ads and/or charging to use apps:

- 1) The apps can provide an option for users to be able to make voluntary donations. Allow users who appreciate your app to make voluntary donations. Make it clear that donations are optional and not mandatory.
- 2) Referral Programs: Apps can reward users for referring friends or family to the app. Offer incentives such as discounts or premium features for successful referrals.
- 3) User-Generated Content: Encourage users to create and share content within the app. Implement revenue-sharing models where users can earn a share of the income generated from their content.
- 4) Sponsorships and Partnerships: Collaborate with brands or businesses for sponsored content or in-app partnerships. Ensure that sponsored content aligns with the app's purpose and does not compromise the user experience.

3. Please point to any app/software/website that offers in your opinion an excellent UI/UX. Briefly explain in what ways you find its UI/UX to be so good.

I use **Apple Health** everyday and it is the best app I've ever used. It provides a lot of features where we can keep track of our daily activity, Cycle tracking, hearing, heart, medication, mental wellbeing, nutrition, respiratory, sleep schedule which are quite important to lead a happy and easy life. This health and fitness tracking app by Apple, is known for its excellent UI/UX design. More about the excellent features of the app:

- 1) Simplicity and Clarity: Apple Health's design is clean and straightforward. It presents health and fitness data in a clear and organized manner, making it easy for users to understand and navigate.
- 2) Personalization: The app allows users to customize their health data dashboard, so they can choose which metrics and data they want to track and see regularly. This personalization enhances the user experience.
- 3) Intuitive Data Entry: Entering health data, such as activity, nutrition, and vital signs, is intuitive. Apple Health often integrates with other health and fitness apps and devices, making it easy for users to sync data automatically.
- 4) Data Visualization: Health-related data is displayed in easy-to-read charts and graphs. This visual representation helps users track their progress over time.
- 5) Health Records Integration: Apple Health integrates with Health Records, allowing users to access their medical records from participating healthcare providers. This feature enhances the app's utility.
- 6) User-Friendly Goals and Trends: The app provides users with health goals and trends, helping them set and track progress toward fitness and wellness objectives.

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7) Accessibility: Apple places a strong emphasis on accessibility in all its products, including Apple Health. It includes features like VoiceOver, which makes the app usable by individuals with visual impairments.

8) Privacy and Security: Apple prioritizes user privacy and ensures that health data is securely stored and shared only with the user's permission.

4. Have last class's discussions and/or items #1-3 gotten you closer toward a page / app you would like to pursue as a project for this course? Please discuss briefly.

I have not thought much about the project yet. I might be able to get an idea once I get my team together and discuss it with them. But what I want to do is to create an ad-free Daily Planner app that is user friendly with simple features with very organised details. My desire is to make sure the users are happy when they use the app and have no trouble understanding it. It should be easy to use and execute what the users wish to do with provided customisation options.