

Notify App

App Idea / Elevator Pitch / Description:

- An app that takes all of your social media notifications and compiles them into one general location.

Assumptions:

- People have at least one social media
- People are consistently missing messages
- People want one central location for messages

Problem Statement:

- Describe your social media activity
- Identify how many social media accounts you have
- Describe how often you're missing messages
- Identify your desire for a streamlined notification app
- Identify your favorite social media platforms
- Describe if you send important information through social media
- Identify if you use social media for work

Survey Design:

- Do you have a social media account?
- Which social media accounts do you have?
- How often are you missing messages?
- Would you use an app that streamlines your messages to one location?
-If no: Why Not?
- Do you use social media for work?
- Do you send important information through social media?

Survey Link

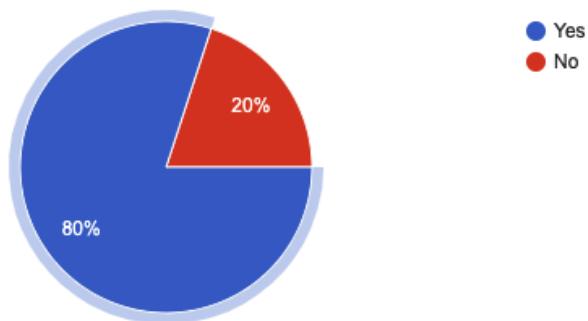
https://docs.google.com/forms/d/e/1FAIpQLSc61okCaeCT9IEmVsoD9DPJYDk1-nIXK7yyeNUSJmf1IJwinQ/viewform?usp=sf_link

Analysis & Reporting Results:

Would you use an app that streamlines your messages to one location?

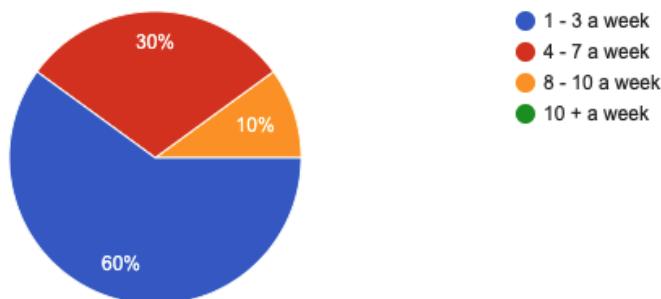


10 responses



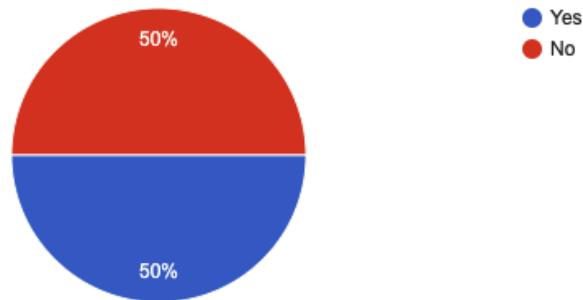
How often are you missing messages?

10 responses



Do you send important information through social media?

10 responses



So I think it's interesting that 80% of people would use an app that streamlines all social media notifications to one centralized location. Between the participants, multiple messages are being missed every week, and some of those may be important messages for work. I wasn't able to

identify participants' favorite social media platform individually, but after looking over how I created my survey and the data that I collected, that problem statement doesn't really seem too applicable. I received 10 responses and I think that was a fair amount, but if I was planning on investing a lot of time and money into this app, I would gather a few additional responses.