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Assignment 2

1. One idea that stood out to me during class was the idea of combining augmented reality with simple day to day tasks, and using it to “gamify” things people normally look at as boring. For example, an app that combines running with a game where you could track miles in a shared augmented reality world with your friends.
2. I think that the best way to give customers what they want in terms of compensation options would be to give them the choice of two different payment modes. They can either pay once, to remove the ads, pay a subscription (as in single dollars per month) that is much less than the full cost, or to just continue using the full featured app with the advertisements. This way the company still gets to make money, and the customer feels like they have some choice in the matter.
3. A good example of good UI design in a mobile app would be the Google FI app for android. This is the app that comes with a Google Fi service subscription (Google Fi is Google’s alternative cellular service to Verison or TMobile). This app only has a few important features, which it puts front and center the moment that you open the app. It allows you to check important things like data usage or bill due dates on the first screen, with more complex features and settings still only a single “touch” interaction away from the main screen. This coupled with the very low start up time with the app makes it a lot more pleasant to use for a quick check up on the account then the apps I have used for other cellular carriers.
4. I do not know the details, but I would like to persue an app that uses the Google Maps API in some capacity, as I have noticed that it comes included in the android dev kit.