

Homework Assignment 1: Reflections, ideas, and planning; submit by 01-oct-2023, 11:59 pm

Assignment Number: 1

Assignment Title: Reflections, ideas, and planning

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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. Before Diving into the Development process, identify the problem and thorough market research and target audience.
 - b. User Experience and designing mockup screens/prototypes.
 - c. Customer Friendly Application, internationalization to support different locales and loading performance.

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 and efforts' rewards without alienating their "customer base" by inundating them with ads and/or charging them?
 - a. Offers a **Freemium** model the user can obtain all the general features of the applications.
 - b. Provide a **subscription** plan that enables advanced features, exclusive content, or the removal of advertisements. Subscriptions generate recurring revenue while providing users with an ad-free experience and premium features in exchange for a monthly or annual fee.
 - c. **Collaborations and Sponsorships**: Collaborate with relevant brands or businesses to sponsor your app or specific features. Users may receive premium features for free or at a reduced cost in exchange for sponsorship.
 - d. Donations from users like Wikipedia. If the user has an impact on the application he uses, the user is ready to donate and volunteer.
 - e. Better to provide in-app purchases if we develop a Mobile app.

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.

a. **Canva**: Has excellent UI/UX which has Intuitive UI and lot of customization features for users. And have great asset libraries like templates/ photos/ default presentations for business marketing.

b. **Udemy**: Simple and Effective UI, offers great search /filters and good course previews. Good UX like progress tracking and user reviews.

c. **UBER**: Uber is another user's staple that makes it easy to order a ride. Users just need to enter their location, and the app UI is prompt enough to provide a list of places they have been to recently to facilitate quick recording. Users can track their rides before they arrive and even send messages to their driver.

d. **Cred**: The app's design is clean, minimalistic, and intuitive. It employs neumorphism; a trend that's taken over the interface design.

4. Have last class's discussions and/or items #1-3 gotten you closer to a page / app you would like to pursue as a project for this course? Please discuss this briefly.
 - a. Importance and significance of UI/UX
 - b. Single Design theme for the whole application and supports dark/light theme.
 - c. Targeting the right audience which I was not clear in my earlier days. Design mockups/prototypes before jumping into the development phase life cycle.