dreamoriented

Wingo - Daily Planner App for Kids

This document has been compiled to breakdown and better explain the project in question.

What

Wingo is a simplified daily calendar app that allows kids -especially kids with special needs (cognitive issues, developmental disorders)- and their parents to create timelines of activities that would show yesterday, today and tomorrow's activities.

Wingo will be an app made for disabilities in mind, but will be fit for use by normal kids and their parents.

Why

One of the biggest issues while dealing with kids -especially kids with developmental issues- is to motivate them. Families and educators usually complain about kids not wanting to focus on the current task in hand since they are not sure what will come up next.

When you clearly communicate to children after an hour of study session, they will get to play games on their tablet for an hour, the motivation of the children and quality of the study session increases. Wingo makes this communication easy and effective.

Outlined Features

Three-day Planner

- User can switch between three days, "yesterday, today, tomorrow" easily.
- User can add or remove activities from all three day screens.
- Days automatically have dates depending on the current device time. (Today will have today's date as 12/11/2020 Tuesday, yesterday will have a day before, tomorrow will have a day after)

Drag-to-reorder to Move Activities

- User can reorder the activities in a "day view" to change the order of the added activities.
- Latest activity added would be added at the end of the list.

PECS Logic for Activities

- All activities will have an artwork defining that activity, made by our illustrator similar to these demo images;

TTS Enabled Activity Cards

- All activities will have text-to-speech on-press while the layout is not locked.
- User can change the TTS voice.

Locking the Layout

- User can lock the layout that disables the ability to drag-to-reorder, remove activities or add new activities, and enables the on-press TTS for activity cards.
- Locking the layout usually means the app is being used by the child.

Ability to add Custom Activities

- Premium users can add custom activities, with a custom title and a custom photo from camera roll (*might be a privacy issue for made for kids category)

All DO's Template Boilerplate Features

- Login with Apple/Google
- Setup avatars and nicknames
- Legal information screens
- Change language
- Change TTS voice
- Settings with "parents only" lock
- Ability to change preferences like notification frequency, change account settings, send feedback, manage subscriptions, contact etc.

Monetisation

Wingo will be free, and all the functionality will be accessible for free. Additionally in the basic app, there will be 20 main activities, if the user wishes, they will be able to purchase a premium plan to use all 40 activities, and they will be able to create custom activities.

A pricing scheme for premium would be;

Monthly Premium Subscription	4,99 USD
Yearly Premium Subscription (with 3 day free trial)	39,99 USD
Lifetime Premium	99,99 USD

These prices may differ region-to-region, or may be adjusted depending on the purchasing power of the country of origin of the user.

Advertising Strategies

How are we planning to acquire users?

Promotion via Current Apps

DO's currently published apps will have promoting ads for Wingo, allowing us to have a user base for the app from day one, for free.

App Store Optimisation

We will continuously optimise the organic user acquisition from Google Play and App Store discovery and search result rankings.

Paid Advertising

Access funding and the revenue till 100k downloads will be used as paid advertising budget.
- Google Ads
- Apple's Search Ads
- Paid posts on special needs related blogs
- Facebook Display Ads
- Instagram influencers with special needs niche

Investing

Did you like the project? Would you like to help us make it real?

Investing via Development

We currently have a react-native boilerplate for making this type of apps, that handles most of the generic features, like settings screens, local data storage, Apple/Google login & authentication, TTS, haptic, account management, parents only screen, analytics etc.

You will be responsible for "making", designing and developing the app's -listed above- core features for a total of *%40 of this project*. (1 developer needed, if 2 developers the % is halved)

Investing via Money

You can fund the illustration costs, possible server and operation costs and advertising costs for a maximum of %20 of this project, let's talk figures privately. [email]

Outlines on why Dream Oriented;
- We specialize on accessibility, especially on accessible content.
- We are experienced in scaling projects both in terms of content and user volume.
- We accept only the projects we believe will create value, this means you can make sure we will do our best for any project we propose to work on.
- We made similar profitable Uapps before.

dreamoriented.org
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