

Document S0	Client	Client Project	Supplier
Related Projects Review	Ember Applications	Opportunity App	fixCode

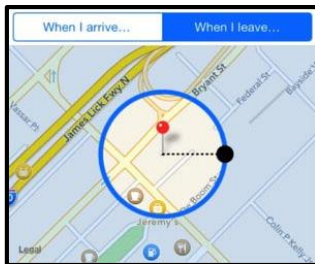
Introduction

Opportunity presents the chance to bridge the gap between complex – yet accurate – location, time, and weather based reminders with user-friendly tools to provide diversity in its implementation. The goal of Opportunity is to provide users with powerful, reliable reminder services based on location, time, and weather, with an easy to use interface. This document summarizes some services already available on major mobile platforms.

Competition and Alternatives

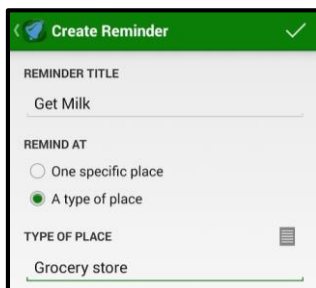
The applications summarized below represent a large portion of the notification app market. Each solves a subset of the goals intended for Opportunity.

Apple Reminders



Apple Reminders has the advantage of coming with iOS, however, its capabilities are limited to location and time based reminders. A drawback of Apple Reminders is that its location based reminders are limited to addresses, rather than a type of place, such as a grocery store. Opportunity intends to use location based reminders, however it will allow the user to input both specific places and a kind of location.

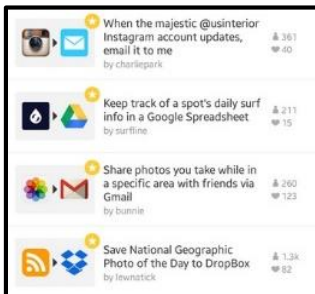
Geobells



Similarly, to Opportunity, Geobells solves Apple Reminders' address limitation problem by allowing users to input a kind of location, rather than a specific place. This makes the service much more useful for reminders like "get new shoes" or "buy eggs" which require general places, rather than a specific location to activate. Though Geobells allows more versatile location based reminders, it lacks time and date triggered reminders. Opportunity intends to use versatile location based services like Geobells employs, but aims to

also integrate things like weather and time, allowing the user to create a more personalized reminder.

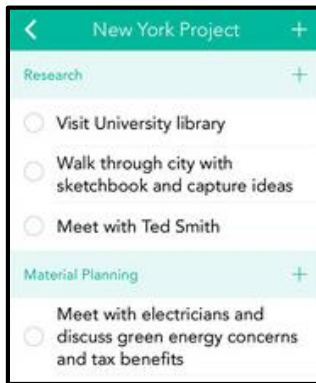
IFTTT – If This Then That



If This Then That is arguably the most versatile service of this kind on the market. Though the majority of IFTTT's capabilities are unrelated to creating reminders, it has the potential to allow creation of complex parameters that can be used to trigger reminders. Though IFTTT allows for complex commands, it lacks ability to utilize *AND* or *OR* operators, reducing the types of reminders that can be created. In addition, IFTTT's user base is diminished due to its complicated interface. Opportunity aims to improve upon the versatility of IFTTT

by allowing creation of more complex commands using *AND* and *OR*. As well, Opportunity will have a simpler interface than IFTTT, allowing users who have trouble with IFTTT's complexity to create complex reminders.

Checkmark 2



Checkmark 2 is the closest competitor to Opportunity in this examination. It provides time and date based and location based reminders. Checkmark 2 also supports creation of location groups to base reminder events upon, though a location group must be created as the union of multiple, user indicated locations. It is not possible to create location groups in Checkmark 2 with general input such as “movie theatre” or “gas station”. Additional features of Checkmark 2 include reminder rescheduling – but not recurring, as well as reminders with listed contents. Opportunity will likely be similar to Checkmark 2, though Opportunity aims to provide generic location selections, and reoccurring reminders.

Findings

Apple Reminders, Geobells, IFTTT, and Checkmark 2 are all functional and useful services, though each has lacking areas. Opportunity will combine all of their best features through a visually pleasing and simple user interface, while possible adding additional services to fill the perceived niche for this type of application.