

Proposal for EasyChoice

Table of Contents

- **Executive Summary**
 - **Gap in the Market**
 - **Meeting the Market's Needs**
 - **Implementation**
 - **Management**
 - **Marketing and Distribution**
 - **Monetization**
 - **The Problem and Our Solution**
 - **Industry Need for Our Technology**
 - **Market Analysis / Primary Market / Secondary Market**
 - **Marketing Strategies**
 - **Overview**
 - **Primary Customer Analysis and Entry Strategy**
 - **Core Competency**
 - **Sales Strategy**
 - **Competition**
 - **Development Strategy**
 - **Barriers**
 - **Critical Risks**
 - **Interviews**
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Executive Summary

The world is becoming only more developed. The way humans lived one-hundred years ago is unfathomable to the average person. For perspective, the first refrigerators that

ran on electricity were just being put in homes. Computers were nothing but a dream. Everything from simple home appliances to gargantuan skyscrapers, people seem to have done it all since then. However, this could not be farther from the truth. Technological advancements have benefited every single field of study worldwide. People know more than ever before. Even though this is the case, why is it so much harder to choose which restaurant to eat at? Why is it so hard to choose which movie to watch? This is because a more developed world also means an almost insurmountable number of options. EasyChoice aims to reduce these options and maybe even make decisions for you. EasyChoice is a randomizer that will choose for you when given user input.

Our target clients are anyone who has a smartphone and also has trouble making simple decisions like picking a TV show to watch or choosing a place to eat. EasyChoice can handle many user inputs to choose from a bundle of options or can be as simple as simulating a coin flip for quick results. This is especially great for group activity like hanging out with friends or a person and their significant other.

The largest current competitor is Tiny Decisions. However, some of their features and removal of ads are locked behind a \$1.99 fee. EasyChoice will make ads less invasive and all features will be available for free.

EasyChoice will cover many fields of randomization while being very user-friendly. Simplicity will take priority in our development. We do not want our users to feel overwhelmed at any cost.

EasyChoice will be developed using Xamarin. It will be available on all smartphones.

Gap in the Market

In the current market for “decision making apps,” developers are meeting customers needs at too high of a cost for the customer. Although some apps are free, they tend to put a barrier between the customer and most of the app’s advertised features by making the customer pay more than they anticipated or wanted. Additionally, most free apps are littered with ads, making the use of the application’s functions frustrating and tiresome. Finally, most products do not bring the fun into decision-making.

EasyChoice's goals are to make a user-friendly app that is not littered with ads (however, it will have a few, just less than the average free app), such that the user is not always distracted by a video popping up and a delay from the app's intended purpose. Additionally, all of the features that we advertise on "GooglePlay" and Apple's "App Store" will be available to the user at no added costs. The only reasons that money would get involved with EasyChoice is paying to completely remove ads or donate money to the developers to improve EasyChoice. Otherwise, EasyChoice and all of its features are completely free to use.

Meeting the Market's Needs

EasyChoice will meet the market's needs by providing a user-friendly, free option to help users with the decisions that they can't seem to make. The goal is to make decision making less stressful, and even fun. Whether the user is trying to decide what movie to watch with a group of friends or are struggling with something as trivial as turning left or right, we want EasyChoice to lift burdens and bring joy into the equation.

Implementation

Management

EasyChoice will be managed by its contributors, Christian Cox, and Kyle Daniel Kirkpatrick.

Development

EasyChoice will be developed using the following technologies:

- **Frontend (User Interface):**
 - **Xamarin** - "An open-source platform for building modern and performant applications for iOS, Android, and Windows with .NET" (Microsoft)

- **Backend:**
 - **C#** - “An object-oriented programming language from Microsoft that aims to combine the computing power of C++ with the programming ease of Visual Basic.” (SearchWinDevelopment)

Marketing and Distribution

Our app will be marketed as completely free. The app will be developed using Xamarin so that user's both users with Apple and Android phones can use the app freely.

Monetization

Our app will be monetized through ads and donations. Additionally, the ads can be removed permanently for a user at the price of \$0.99.

The Problem and Our Solution

The problems with current solutions to the decision-making dilemma is that the current apps in the market are littered with ads, do not provide all of the advertised features for free, and do not make decision making a more enjoyable experience.

EasyChoice aims to fix all of these problems. EasyChoice will contain ads, however, it will not be saturated with them as the other apps in the market are today. Additionally, every feature that we intend to put in the app will be available to the user for free, so the user does not have to pay a single penny. Finally, we aim to not only fulfill a need for our customers, but also to make them happy in the process. We do not want them to be dull while they spin the wheel to figure out what board game they would like to play with their peers; we want them to have a smile on their face as they do so.

Industry Need for Our Technology

EasyChoice will serve as a quick and easy way to make decisions that seem to be impossible to make. The user will be able to use pre-made templates (which they can edit), in addition to making custom templates as well to suit their needs.

Market Analysis / Primary Market / Secondary Market

The main competition for EasyChoice would be TinyDecisions, which is the top app when you search “decision” on the Apple “App Store”. Our goal is to make a better, more user-considerate, and free app than TinyDecisions.

The primary market will primarily focus on teens and young-adults; however, EasyChoice will still cater to user’s of all ages. Reiterating, the secondary market will focus on user’s of all ages: children, young-adults, and adults.

Marketing Strategies

Overview

EasyChoice wants to capture the undeveloped randomizer market. There are many apps that simulate coin flips or spinning a wheel to generate random outputs, but they are limited. EasyChoice aims to be an all in one randomizer with many methods of randomization for a completely free price. EasyChoice will have a lightweight and simple design for all users. Ads will also be less invasive with the option of being removed for a fee.

Primary Customer Analysis and Entry Strategy

EasyChoice will depend on its simplicity and low cost to cater to customers. By creating a very reliable randomizer, customers will be likely to pay the one time fee to remove ads and be more willing to donate. The more users EasyChoice accrues, the more money ads will make as well. EasyChoice will also depend on its diverse methods of randomization to gain users.

Core Competency

The core competency of EasyChoice is the undeveloped randomizer market and its simplistic design for a wide range of users. It will be cheaper and more user-friendly than its competitors.

Sales Strategy

Pricing

EasyChoice and all of its features will be completely free to the user. However, the user may choose to pay \$0.99 to permanently remove ads. Additionally, they can donate as much as they would like to the developers for their work.

Positioning

We plan to make EasyChoice the most user-friendly app on the market, such that users of all ages may use it.

Promotion

EasyChoice will be advertised in a couple ways, such as through other ads on free apps, social media sites (such as Facebook and Instagram), and more additional mediums.

Place

EasyChoice can be run from anywhere and is available at all times to assist the user.

Competition

TinyDecisions

An app that allows users to spin a wheel (which they can customize to a degree), flip a coin, and randomly generate a random number within a certain range. However, the “spinning wheel” is the only feature available in the free version of the app; you must pay to access all of the other features.

Spin Wheel Decisions

An app that allows users to spin a wheel to make decisions; “Spin Wheel Decisions” allows for customization of the wheel as well.

Development Strategy

EasyChoice will develop in stages to guarantee its integrity. This will give the developers adequate time to test and bring out the EasyChoice's full potential.

Stage One: The first iteration of EasyChoice will only have a fraction of its completed features. Only one or two methods of randomization will be complete. These methods will be the core of our app.

Stage Two: The second iteration will include updates to the previous methods of randomization, and the addition of a third.

Stage Three: The third iteration will focus mainly on cosmetic changes and monetization. Ad spaces will be verified. Selected testers (from outside development) will ensure EasyChoice is easy and fun to use.

Stage Four: EasyChoice will be developed and launched. At this point, feedback from users will be thoroughly examined and EasyChoice will be updated accordingly.

Barriers

EasyChoice will face numerous barriers in the randomizer market including:

- competition by market leaders
 - technology and software creation
 - smaller market size
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Critical Risks

The most apparent risk is market competition. EasyChoice will have many randomization options, but many customers may only need one. This is an issue because there is a high volume of randomizer apps that only contain one method of randomization. Another risk is that customers from competitors will need features that EasyChoice will not offer.

As the developers of EasyChoice, we will need to ensure that our app is the most user friendly randomizer on the market. Our app will already be one of the cheapest, so making it more user friendly will expand our audience. Expanding the marketed audience will also increase our chances of overcoming all risks and barriers.

Interviews

The following questions were asked to average individuals of various age groups in which we sent the interviewees the questions online (via Facebook, Discord and email) and they replied with their responses:

1. What's your name? 11 responses.

2. Do you know approximately how many decisions you make every day (not including very basic actions)? 11 responses.

- 35
- I think, a lot.
- 10
- A lot.
- No idea, probably a lot.
- Between 5-8.
- maybe 100
- ~50
- 2-3
- a few thousand
- 50-100

3. On a scale of 1 to 10 ("1" being the lowest and "10" being the highest), how hard is it for you to make decisions on a daily basis? 11 responses.

- 9
- 9
- 8
- 10
- 4
- 7
- 8
- 4
- 5
- 3
- 6

4. Do you and/or your family/friends often have trouble deciding actions like where to eat? 11 responses.

- Yes.
- Yes.
- Ye.
- Yes.
- Yes.
- Yes.
- Yes, with a lot of people
- Occasionally
- No
- not really
- No

5. Have you ever made a decision based on a coin flip or other randomized phenomenon? 11 responses.

- Yes.
- Yes.
- Yes.
- Yes.
- Yes.
- Yes.
- Yes
- Yes
- Yes
- Yes
- I have in the past, not something that I practice regularly

6. If you didn't have to make simple decisions, do you think it'd make it easier for you to focus on the harder decisions? 11 responses.

- Yes.
- Yes!
- Ye.
- No.
- Yes.
- Yes.
- Yes, sometimes
- Yes

- Yes
- Yes
- No

7. If there was an app that helped you make decisions, or randomly choose between options for you (restaurants, movies, TV shows), would you use it? 11 responses.

- Sure.
- Sure.
- Yes.
- No.
- Yes.
- Yes.
- Yes
- Sometimes
- Yes
- Yes
- I would not use it.

8. Would you be more likely to use such an app in a social setting (with friends/family)? 11 responses.

- Yes. I would use such an app more as a game with friends and family, not for myself.
- Yes, more likely – when people have different opinions, it seems more fair for an app to decide.
- Yes.
- Yes.
- Yes.
- Yes.
- Yes, probably
- Yes
- Yes
- Most likely
- If I were to use an app like that, then yes I would likely use it in a social setting

9. On a scale of 1 to 10 (“1” being the lowest and “10” being the highest), how hard would decision making be for you if you had such an app? 11 responses.

- 2
- 1
- 1

- 7
- 1.5
- 2
- 4
- 3
- 1
- 3
- 6

10. Would such an app decrease your levels of stress in decision making? Could it potentially increase your happiness and mental health in everyday life? 11

responses.

- Yes.
- Yes! I would be so stress-free and happy!
- Somewhat, I have trouble making decisions because of mental health, and this actually might remove my agency in life.
- Possibly.
- Yes and of course.
- Yes.
- It probably would, and there is a strong potential of it also increasing my happiness.
- yes it would make things a little more efficient
- Yes, it would decrease the level of stress when making a decision and therefore make my life easier.
- Probably not but it would be fun
- I don't think the app would decrease my levels of stress. I think that if there were indecisive individuals that were stressed out with minor decisions, then it could be mentally beneficial to have an app of the sort to assist them.