

Report of App Market Study

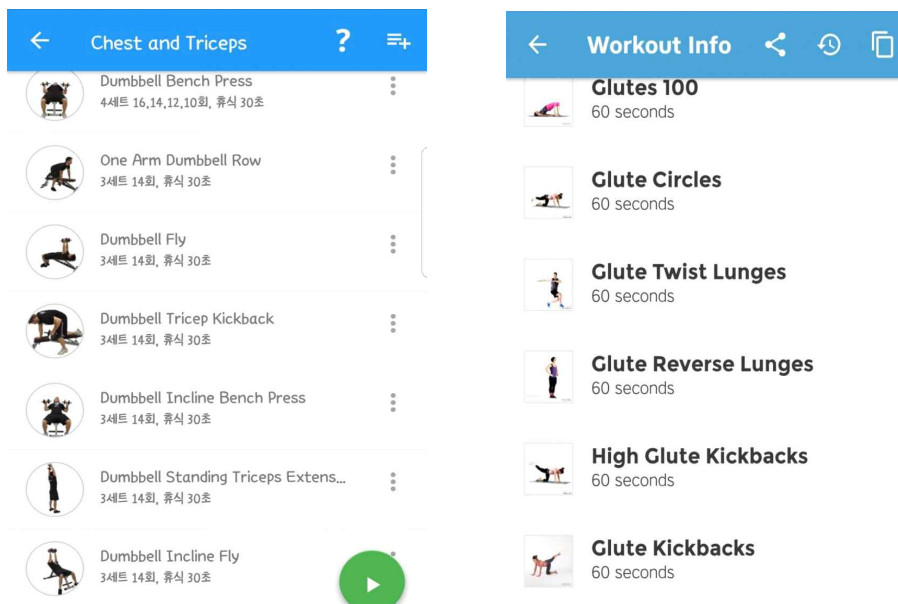
201935021 김수경

JEFIT(Health App) is the interesting app that I think.



Key Idea

This app organizes and plans training journals with exercise information. The number one workout tracking planner app, provides free fitness program database to help users stay fit. So, It can make a program by choosing the exercise that suits you. The number of sets, target repetitions, break times, etc. for each exercise can be set.



Technical Point

- 1300+ weight training exercises in the largest exercise database
- Friendly UI (quick and simple tracking of your weight/ reps and sets for exercises)
- OCR (Optical Character Recognition) The ability to recognize LCD numbers in the inbody
- connect Facebook, Google+, Twitter
- Device sync

Discussion Point

I think it is an optimized application these days, with more people doing home training in the Covid 19. This app is specialized in creating individual exercise programs. I think this is the biggest advantage of this app because each individual has a different body shape and different exercises. Therefore, JEFIT was chosen as the most interesting app. Use JEFIT to track your training at home or at the gym.

Business Strategy

It is a great part in that it is a free app, not a paid app service. That's why we need to spread the word that it's free. Then it will be able to secure more users. Home healthcare app is not an option but an essential era, and it is worth aiming at overseas markets.

My interesting app on the Android : Remember(리멤버)

[Key Idea]

Having a job and living in society, we often get to know someone new. When we don't have information about each other, we often exchange business cards as a means of informing us of who we are. However, the business cards exchanged one by one get together, and it is not easy to keep and manage many business cards. It is also cumbersome to input the information into data.

Mobile business card books can solve these inconveniences.

[Technical Point]

- ✓ Finding business card : **Realtime image processing (OpenCV)**

[pre-processing – edge detection – find contours – find rectangle]

1. Pre-processing

It reduces the original image to 480px levels because it does not require a high-definition image to find the business card and takes so much time to process the image. The image is then pre-processed via the Image Blurring (Image Smoothing) filter and the Edge Preserving Filter provided by openCV.

2. Edge Detection

It uses an openCV's Canny Edge Detector to extract boundaries to find the outline of the business card. Minor cracks are solved by closing operation of morphology.

3. Find contours

If the area of the outline accounts for more than 10% of the original image, the process determines that this outline is likely to be the business card we are looking for. And it draws only outlines of the business card itself on the new canvas.

4. Find rectangle

It uses the Hough transform to find the straight lines of the image, combine the straight lines, and find the most similar and rectangular combination of the average business card ratio, based on the relative straight line position.

- ✓ Character recognition : **OCR** (optical character reader)
- ✓ Security Issues : **Encrypted data communication (TLS v1.2) & Using AWS's data center**

[Discussion Point]

(pros)

- **Business card book**

- 1) Business card information can be saved automatically with just a business card photo.

- 2) It is linked to the mobile address book and Google's address book, so you can search for business card information anywhere if you have a mobile/pc.
- 3) You make a call directly through a saved business card
- 4) It can be saved as an Excel file.
- 5) You can also deliver business cards through messages and messengers.

(Cons)

- **Time taken** : Depending on the situation, it takes some time to recognize the business card.
- **Recognition** : In complex backgrounds, business cards are sometimes not recognized well.
- **Security Issues** : With encrypted data communication and AWS's data center, security issues are being addressed. However, if you lose your cell phone or get hacked into a Google account that links with this app, the personal information of so many people in this mobile business card book falls into the hands of someone who doesn't know.

→ But this problem can be solved easily.

It would be even better to safely handle security issues one more time by adding one more means of security that must be passed when accessing an app, such as a PIN number or a pattern lock (separately from the application's own account password).

[Business Strategy]

'Remember' provides various functions as well as mobile business card book.

As a result, the inflow and satisfaction of users, and the necessity and convenience of applications are increasing.

- **Human network management**
 - Update the other person's changed business card information and give me a notification.
- **Business card-based customer relationship management (CRM) solution**
 - Share and utilize customer business card information with company members
- **Recruitment**
 - If you register your profile in the Remember Career Talent Pool, the HR team/headhunter sends you a job offer. (Restrict the company from accessing the profile of its members.)
- **Community**
 - Sharing work-related concerns or knowledge with industry experts (management strategy, marketing, M&A, IT, etc.)
- **Information**
 - Send economic content letters every morning at 8 a.m.

reference : ① dramancompany.com, ② blog.dramancompany.com

201735818 김연수 HW#1

I will introduce the most useful applications today where personal information is important.

The name of the app is Shredder. It is an application that completely deletes data by applying a total of 11 data deletion algorithms.

In general, due to the nature of the storage medium, the data once deleted are not properly deleted.

It is only marked as deleted, not actually deleted.

Files that have not been completely deleted can be easily recovered, leading to personal information leakage.

Data that should never be restored or that cause unbearable damage if a mobile phone is leaked to another person can be completely deleted through this application.

This application uses a total of 11 deletion algorithms, and briefly introduces them as follows.

- | | | |
|------------------------------------|----------------------------|----------------------------------|
| 1. British HMG IS5 Baseline | 2. NSA 130-2 | 3. Russian GOST p50739-95 |
| 4. US DoD 5220.22-M | 5. US Army AR380-19 | 6. US Air Force 5020 |
| 7. US DoE M205.1-2 | 8. Canadian OPS-II | 9. German VSITR |
| 10. Bruce Schneier | 11. Gutmann | |

The above 11 deletion algorithms were originally used by state agencies, but are now distributed and used in the private sector.

When you run the application, a 4-digit password is set for access protection.

How to use the app is to select the image, video, music, document, etc. you want to delete, and select the deletion algorithm you want to use.

This application is basically provided for free, but there are some paid features, and I will introduce them.

- 1. Completely delete the available capacity inside the mobile phone.**
- 2. Complete deletion of files in the external memory device attached to the mobile phone.**
- 3. Complete deletion of all files stored in the phone's internal storage.**

In general, other deletion applications rarely provide the above three functions.

However, Shredder provides the above functions for a fee, but it is differentiated from other applications by allowing you to use it for free after viewing advertisements.

In addition, the interface of the application is also good because it is made convenient to use.

It is a complete deletion application that has been receiving attention from 2020 and is actively updated and revised until now.

I believe that data deletion by applying the deletion algorithm is not an option, but a necessity.

It seems to be an application that can be of great help to many people for personal information protection.

Assignment#1 - Report of App Market Study

[Triple]

201935003 Ko Yumi

The interesting app on Google Play that I want to introduce is Triple. This application won the Best App of the Year award at Google Play Store in 2018.



This application is a travel content platform that provides tour information, airline tickets and hotel reservation services for travel. This reminds us of Trip Advisor, which already has more than 100 million downloads. In fact, people say triple is the Korean version of Trip Advisor.

However, as a result of using both applications, Triple was more convenient for me. Now let's find out what this application has to do with it.

1. Key Idea

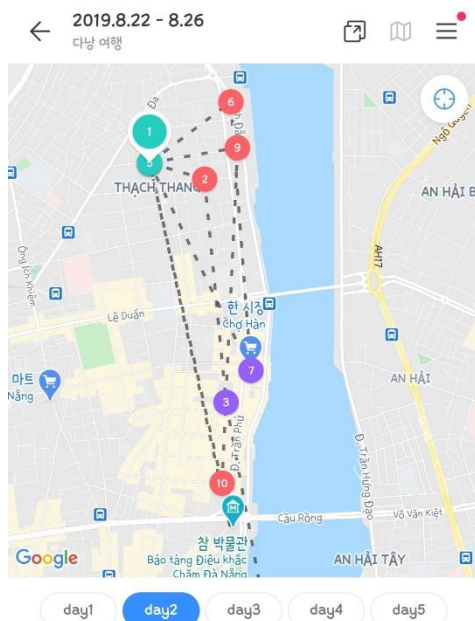
The key point of Triple is that using Triple's content, you can plan your trip intuitively according to the flow of your trip, including before, during, and after your trip. It feels like a tour guide is sharing the user's free travel. In other words, one smart application becomes a tour guide throughout the world.

Secondly, the original characteristic of Triple is travel curation. When a user selects a travel area and clicks on it, it introduces the area's attractions and organizes nearby restaurants and hotels neatly. Therefore, even novice travelers who do not know how to start traveling can quickly acquire a lot of information by reading curations.

2. Technical point

It is IT technology that forms the main point of Triple. Based on the location of travelers, Triple collects information on what places overseas travelers prefer and where they go. Using this information, they select recommended attractions and

produce travel introduction curations. The second most noticeable technique is



The location and order of the place to travel are intuitively shown on the map.

filtering. Instead of showing all hotels when showing hotels, users can search by setting the range of prices, types of accommodations, convenience facilities, and places close to tourist attractions.

The third is Triple's UI. It does not take much technology to represent the journey in order with colored circles on the map. However, such an easy-to-use UI is a major factor in making users use Triple rather than other applications.

3. Discussion point

However, there are some limitations of Triple. First, the biggest advertiser in the travel market is the travel agency. However, travel agencies prefer advertisements about package products that are directly related to the sale of products. In this regard, Triple does not catch the eye of travel agencies because it is an application for free travelers. Second, Triple is an application aimed at Koreans. However, Koreans travel abroad once or twice a year. Domestic travel, unlike overseas travel, requires fewer flights. Also, domestic travel feels safer than overseas travel, so using triple feels excessive. As a result, a travel application targeting only Koreans have low traffic demand.

4. Business Strategy

Triple earns commission by selling hotels and other travel packages. They also earn income by posting travel-related advertisements.

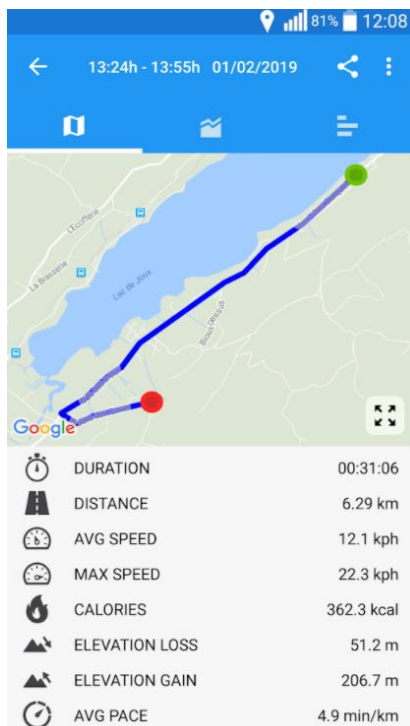
Mobile Programming Assignment#1

201735858 이동훈

Application – Jogging meter



It's an application that helps you to measure the speed, distance, and calories you've spend during running.



This app uses GPS to determine the momentum.

With that value the application offers a lot of useful information to the users. For example, you can have distance you run, average and maximum speed, calories you spent, and even daily challenges.

This app even calculates the calories based on user's BMI.

You can see the stamina growing day by day with exact numerical values.

These information will make work out funnier than before!

Technical Point

This app is very simple. It can be made only with GPS location-based service.

Then what makes this app so simple? Once the application gets the momentum from the GPS, the rest information can easily be obtained through simple calculations.

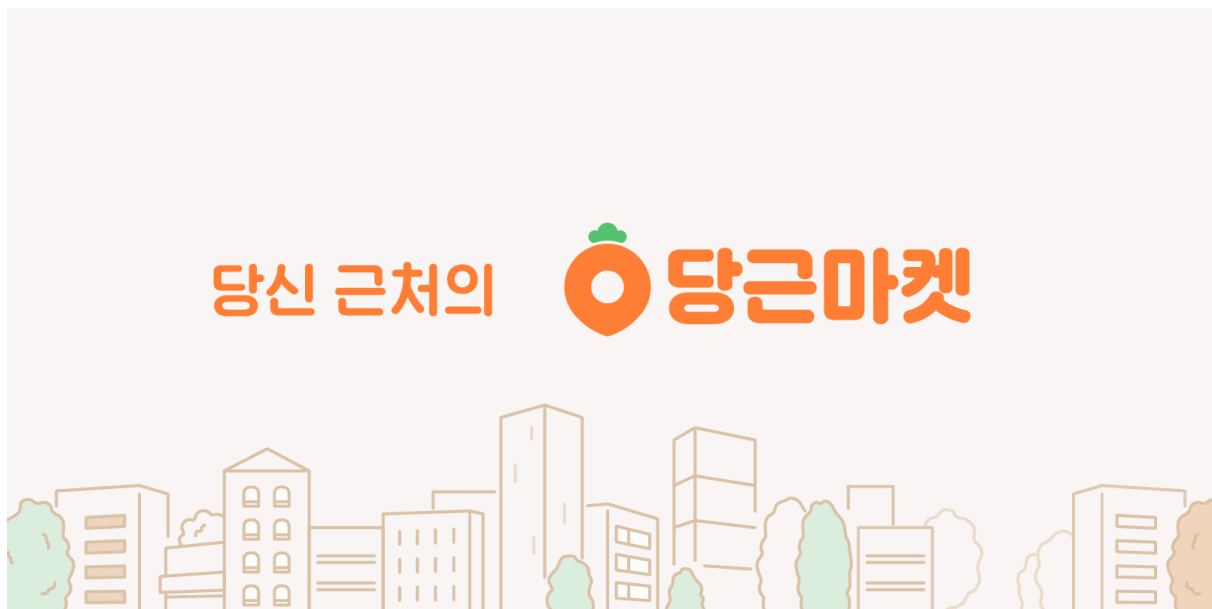
Also, the map object is added to the app. The user can easily know the current location and progress.

Discussion point

The most raised problem is distance accuracy and speed accuracy. Although their performance is highly affected to network connection, the application is hard to contain the best condition.

Mobile Programming

#report of app market study



Class : Tue/Thu 3,4

Student No. : 201732569

Department : Global Business

Name : Lee Eunseo

<Key idea>

Unlike other used trading platforms, the Carrot Market is a location-based service, with posts posted by other users within 6km of my surroundings. Contrary to expectations that there will be few posts and that transactions will not work well because they can only be traded in limited areas, it ranked second in shopping category applications based on Android OS application market as of last year. What is the secret of the Carrot Market's rapid growth and popularity?

First, I can set up my own area and make a deal with a neighbor close.

After simply signing up on the app, you can set up to two areas and prove your neighborhood. And it will appear on the user's screen so that you can only see posts from the neighborhood you set up. It is popular because you can meet in person in your neighborhood and make direct transactions, which greatly reduces the risk of fraud, allowing you to make safe transactions.

Second, you can get the seller's reliable information.

You can see the seller's profile by clicking on the post on the Carrot Market. Prior to the transaction, the seller's credibility can be checked in advance through the seller's profile in the past, through the manner temperature, and the review of the transaction.

Third, you can do easy trade through low entry barriers.

Previously, in order to post sales posts such as 'Junggo Nara', there were level up conditions such as attendance, number of comments, and number of posts. However, the Carrot Market can be easily purchased or posted by anyone who wants to sell it simply by signing up as a member.

<Technical point>

First, GPS function

When you first sign up, you have to prove yourself with your cell phone number and prove your neighborhood you have set up. If the location of the GPS does not match the location you set up, the transaction will be restricted.

Second, Keyword function

If you set the product that you are interested in or want to buy as a keyword, you can notify when the post that the keyword belongs to is posted so that you can make a deal.

Third, Chat function

You can make a deal after having questions or price discussions about the product through chatting with the seller before trading. In the case of used goods, there is no refund after purchase, so it is good to be able to check detailed pictures or explanations of the product in advance. In addition, you can decide the location where you will trade and can chat anytime, anywhere in real time.

Fourth, Simple UI

The Carrot Market's interface is simple and intuitive, and it is designed to make it easy for everyone of all ages to use the application. The simple design on the screen consists of key elements needed for trading, so it is designed so that there is no difficulty in using the application.

<Discussion point>

First, Excessive resell price

You often can see the post to sell limited-edition products. Last year, Starbucks' Ready bags were traded at two to three times higher prices in the Carrot Market. In addition, Playmobile's lego products are being traded at more than three to four times the cost, and the transaction is being completed quickly. There is also a problem that the Carrot Market can offer a platform that can trade a product hoarded and sell it several times more expensive.

Second, you can post any products

Sometimes, controversial posts are posted on the Carrot Market because you can freely write posts by simply signing up for a member. For example, there are problems such as last year's neonatal adoption post and the specialist drug trade. Carrot Market announced during the parliamentary audit that it is blocking transactions through reporting and regulation, but it is not enough to deal with the number of users and volume of transactions in real time. In the future, Carrot Markets will have to improve and operate these problems for desirable and safe used transactions.

<Business Strategy>

If the existing used transactions were made for the whole areas, the Carrot Market operate a transaction method in my neighborhood under the slogan "Market near you.". Carrot Market was a latecomer in the used trading market, but this strategy has attracted users. The biggest reason is you can make used transactions in your neighborhood, giving you the psychology of doing business with your neighbors, not others, so that you can make reliable transactions.

Also, Carrot Market does not charge a used transaction fee, so it generates profits through advertisements. Small business owners can be advertise their stores at a lower cost than other companies. Carrot Market said they will plans to develop and apply carrot pay in the future. If this function launch, the Carrot Market will be able to grow as a local social platform as well as a used trading app.

Mobile Programming Report

소프트웨어학과

201635840 이정명

Applications to be introduced : 

1. Key Idea

There is something that is rapidly changing the times these days. It is corona. Accordingly, all classes, including universities, are changing from face-to-face to non-face-to-face. It is used by about 10 million people a day on average, and it is said that the number of users per day has increased to 200 million due to the spread of corona, so the word corona special is not an exaggeration. Accordingly, many image applications have been released, but of course, zoom is the first place. Zoom is more than just a video conferencing application. Zoom's strength is its high-quality and easy-to-use features.

2. Technical Point

I think Zoom has lot of technical point, but I'll speak of only three of them.

First Zoom can easily use simplified video conferencing and messaging across any device. In other word, this application provide unparalleled usability to us. User can enable quick adoption with meeting capabilities that make it easy to start, join, and collaborate across any device.

Second can join anywhere, on any device. Zoom Meetings syncs with user's calendar system and delivers streamlined enterprise-grade video conferencing from desktop, mobile and dedicated Zoom for Home Devices.

Last thing is powerful meeting security. For example encryption, role-based security, passcode protection, waiting Rooms, Robust security settings ensure disruption-free meetings.

3. Discussion Point



◇화상회의 사용량 급증에 해커 표적...`줌 폭격`에 중국 리스크까지 부각

11일 보안 업계에 따르면 줌은 보안 관련 현재 최소 3건의 소송에 휘말렸다. 페이스북과 이용자 데이터 공유한 사실이 드러나면서 사용자들이 개인정보 유출을 이유로 집단소송을 제기했고, 줌 주주들을 대표해 마이클 드루가 보안 우려로 주가에 큰 영향을 미쳐 손해를 입었다며 미국 캘리포니아 연방법원에 제소했다.

and it is always possible to participate through a regular phone without separate authentication, so there is always a security risk.

The security vulnerability of Zoom is basically due to the method of directly sending an invitation with a link to access it. If user look closely at the invitation, user can join the video meeting by simply clicking the link address (red box) of the invitation. Of course, if there is a link, it is not difficult for a third party with a malicious purpose to enter the conference and take a peek at it. This approach continued until mid-March 2020. In the case of zoom video conferencing, a video camera is not required and it is possible to participate only by voice,

4. Business Strategy

I think the company called Zoom wasn't more fortunate than a special business strategy. If it was a company that was created after the outbreak of Corona, my point of view will be different, but considering that it was a company that existed before then, it would have been just a fair company if it was not for Corona. But it is also ability to run a company in this situation. It has succeeded in positioning and seems to have played a role in progressively changing the way the existing schools and companies operate.

참고문헌

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<https://blog.naver.com/laserasera/221904242697>

<Mobile Programming – Report of App Market Study>

201633841 Lee Kang Uk

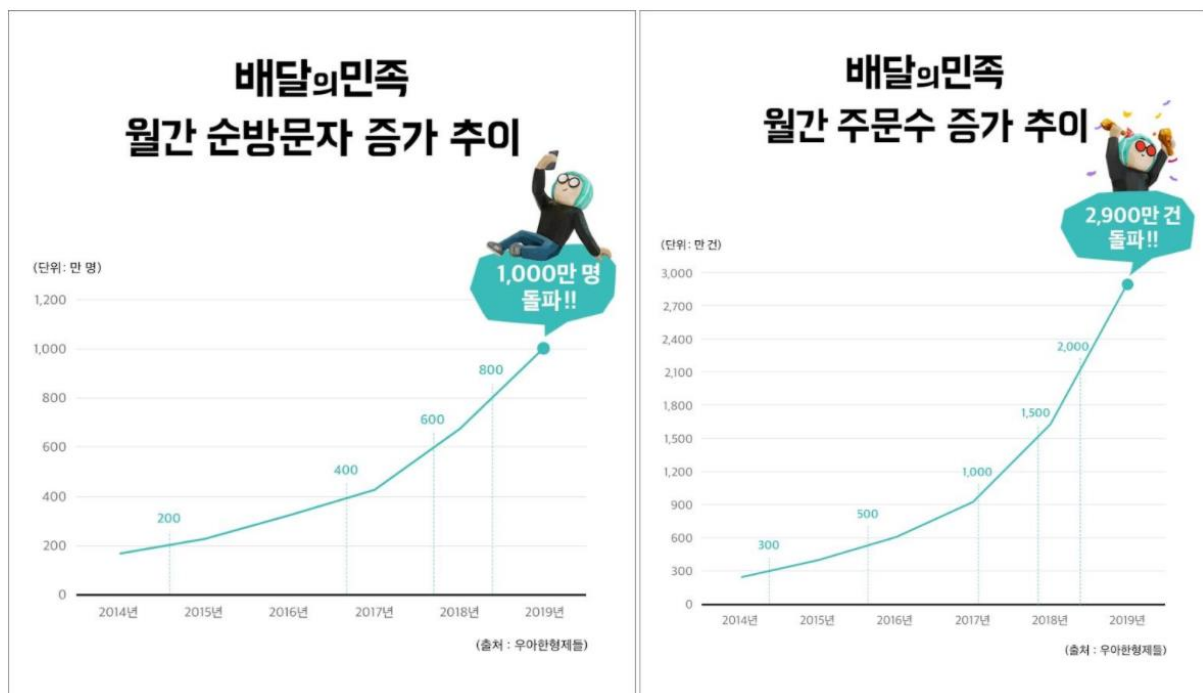
Before starting, I selected an application called “배달의민족”. The reason I chose it is because I was originally interested in this app, and I think that the quality of delivery culture has improved because of this app.

1. Key idea

I think the main idea of this app is to conveniently handle delivery requests from client that are rapidly increasing in recent years.

2. Technical point

I analyzed this application. First of all, Using database is very important and essential for this application. People who user delivery often think that most of them will use this app.



If you look at this photo, you can actually see that the usage of the application is increasing exponentially. In conclusion, since there are so many clients that use the application, a database to manage each client must be established.

Second is GPS. In order to deliver to that client, we need to know the location of the client. Also, there is a “delivery tip” in this app. This is a fee charged by distance based on the distance

between the store's location and your location. That's why GPS is a really important technology in this app.

3. Discussion Point

I'm really using this app and very satisfied. However, I personally think there is one improvement. As those who use it will know, When you search for a restaurant you want to order from your location, you often find more than one restaurant instead of one. In this case, a restaurant that is a little farther away rather than the nearest restaurant is selected, and the delivery fee may be paid more. Therefore, when searching in the future, I think it would be good to show the search results by dividing the nearest restaurant and the restaurant that is not.

4. Business strategy

This app seems to have used a strategy to target the delivery culture market. In addition to this application, there are many applications related to delivery. Representatively, there are "Coupang Itz and Yogiyo". However, I think this application is differentiated from other apps while using interesting phrases and icons for the visual enjoyment of users.

-- End --

Spy Camera Detector

몰카 탐지기

201835486 이민서

1. Key Idea

If there is no professional detector, this application uses the sensors built into the cell phone to detect hidden cameras for malicious purposes. Smartphones are not specialized in camera detection, so they have limitations in performance equivalent to professional detectors, but they can reduce and prevent damage from illegal filming.

2. Technical Point

① Electromagnetic Detection Method

- Electromagnetic sensor : Cell phones have electromagnetic sensors that can detect metal or electromagnetic fields. The position of sensor is generally installed in the rear camera top section, but may vary slightly from device to device. The sensor location of the device is where the value goes up while putting electronic devices such as earphones nearby. The sensor can identify magnetic materials and electromagnetic fields emitted from the surrounding area, and generally there will be radiation values measured between 30 and 50. This radiation value can also vary depending on the cell phone.
- ➔ Detecting higher-than-usual electronic devices turns the meter yellow, which is the detection of weaker electronic devices, and may have spy cameras or other electronic devices and metals near the phone.
- ➔ If the camera detects a suspected spot, the meter turns red. It means there's a high possibility of a camera.
- ※ This detector can only detect a close distance to the sensor location.

② Infrared Detection Method

- The camera with a turquoise filter allows you to see infrared rays that are invisible to the human eye. For example, with this camera, you can see white infrared light by pressing the remote with the front lamp of the remote control shining.
- ➔ Spy cameras operated by infrared light can be distinguished by the white light on the screen.
- ※ Applies when detecting small camcorders that emit infrared light for night shots

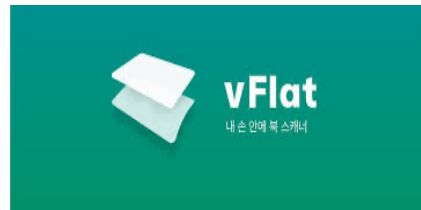
③ Wi-Fi Detection Method

- More than 80 percent of spy cameras are Wi-Fi-type cameras that have the ability to stream or store images taken through Wi-Fi. These kinds of hidden cameras emit Wi-Fi signals from the camera.
 - ➔ Search the surrounding Wi-Fi to find the signal from a suspected camera.
 - ※ If a Wi-Fi near the distance is found in the bathroom or in a closed, detached space, but there is no router nearby, you can suspect that there might be a Wi-Fi-type camera.
 - ※ You can suspect a Wi-Fi with a Mac address.
 - ※ There is a hidden Wi-Fi without a name among Wi-Fi. Various devices use these Wi-Fi as a signal, so you can suspect them if they are detected close to the bathroom.

3. Discussion Point

- ① What kind of field can we use by using the value obtained using the electromagnetic field?
 - For example, using geomagnetic field sensors and accelerometers, the location of the device relative to the direction of the Arctic can be determined.
- ② What kind of field can we use Wi-Fi detection technology for?
 - For example, there is a child location tracking system using GPS and Wi-Fi.

vFlat

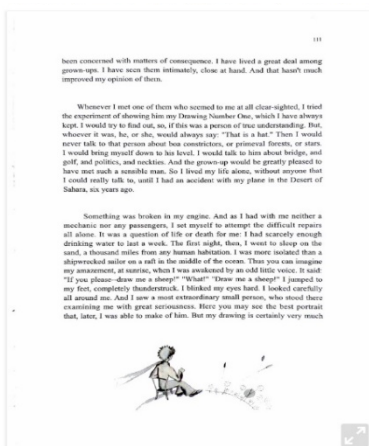
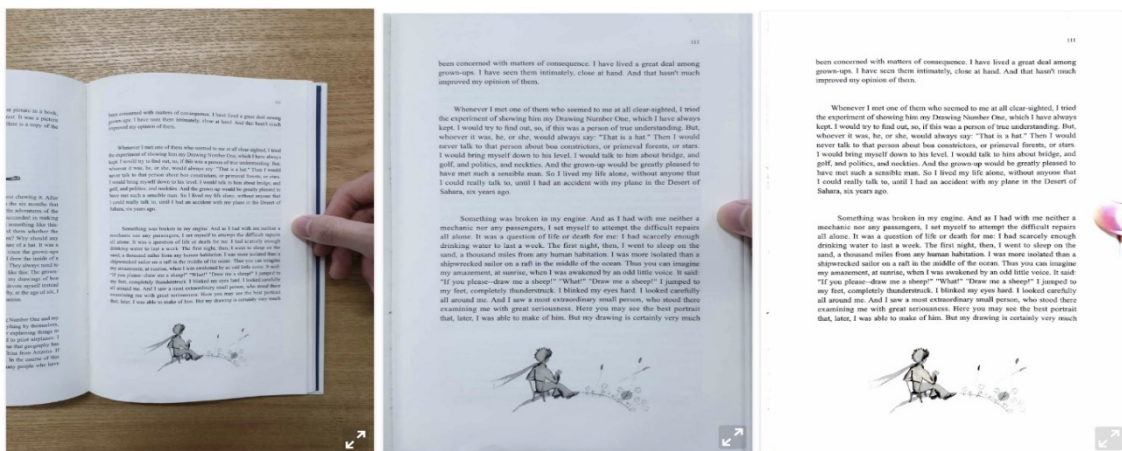


1. key idea

vFlat is a scanning app that makes high-quality PDF of JPG images of images taken with mobile phones such as documents, books, and memos.

vFlat automatically recognizes, cuts, and calibrates the borders of documents.

Users can also search for or copy any keyword by converting the images you take into text



1. Take a picture of the book
2. It only recognizes the parts of the book and represents them as images.
3. Scan the image
4. Recognize your fingers and remove them

2. technical point

vFlat has 4 main functions.

- Automatic scanning area recognition that automatically recognizes and cuts the borders of documents or book pages to be scanned, makes it easy to use anytime, anywhere, and gets clean scan results from any angle.
- Automatically corrects the curved surface of the page and clears your finger. You can get the same scan results as you did with a professional book scanner on your phone. In two-page acquisition mode, left and right pages can be taken at once, split and saved.
- The character recognition feature(OCR) lets you convert scanned images to text. Copy the converted text and share it with friends and colleagues easily.
- Users can convert scanned images to PDF files. You can sort the order of pages, select PDF quality, and adjust colors.

3. discussion point

Only 100 images are converted to text per day using OCR functionality.

Therefore, from the perspective of users who scan and convert many pages, I think it is necessary to introduce paid-in and convert them without limitation.

4. business strategy

Unlike other free scanner apps, the app logo does not appear on the image after scanning.

So, it attracts many users who want to scan clearly for free.

Naver map(네이버지도)



Naver map is map application developed by Naver. Naver map's Key idea is provide map information to users. Map information include location, public transport and calculate expected time to destination and so on.

I think Naver map's important technics are almost relative with algorithms. Because searching locate or location's data is needed so they use big data-like algorithms to provide information. And searching more faster path to destination is also algorithm. They also provide destination guidance in many ways. For example by walking, public transporting, vehicle, taxi. In taxi case, they calculate expected charge. These information depend on big data too.

In this application, I have some discussion point to difference between pc, mobile.

I think pc and mobile's technics are different because environment is different. So how different between pc, mobile and how it works different. In this some questions I guess display systems are a little different and just using OS is different.

By using this application it can provide some reservation or online ordering service like yogiyo. If it can be implemented in this application people can predict arriving time and order some foods or beverage right on time.

REPORT

App Market Study



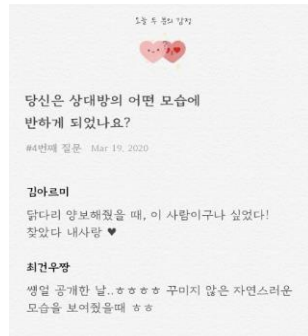
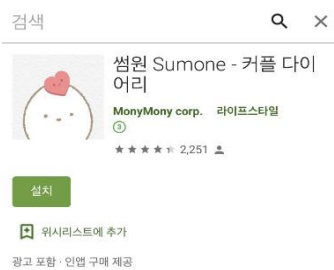
교과목 : 모바일프로그래밍

학번 : 201935120

이름 : 임채윤

제출일 : 2021. 03. 08.

I. Introduction



The name of the app I am interested in is Sumone.

"Do you think of how much you know about your lover?"

It is a question diary application to write with a lover.

You can each write an answer to the same question a day, and then check how they think differently.

II. Key Idea

- Constantly exploring and recording love with your lover

- One thing a day, through the question Sumone asks, it is an opportunity to share the sincerity that could not be conveyed to lovers. Furthermore, it is an opportunity to ask questions to yourself.

- Each other's valuable answers to questions are piled up as much as time spent with your lover. You can check this even after some time has passed.

- Growing companion dream [반려몽] with your lover



- A companion dream grows up eating conversations and food.

- If you are curious about what kind of companion dream will wake up, you can answer the daily questions and give food when companion dream is hungry.

- You can get a reward (cobblestone) by giving food to your companion dream, and with this reward, you can purchase items that can record memories with your lover.

III. Technical point

- One-to-one based matching system
- Mobile widget
- Log analysis
 - Providing user-customized recommendation service
 - Product advertising and marketing to potential customers

IV. Discussion point

• Activities that allow you to share your interests rather than just contact them while you are away from your lover : Through the application, we will be able to get to know and understand each other more deeply than simple conversations.

• The function to suggest questions : It is expected that consumers will be able to feel more interested in using the application through direct participation.

• Limited client : There is a limitation in that it is an application that only lovers use.

• Only one question per day : It can induce the fun of waiting for new questions every day, or it can motivate you to run apps every day. However, it is expected that the amount of time to use the application per day will be quite small. It would be nice to add more various functions to increase the time to use the application.

V. Business strategy

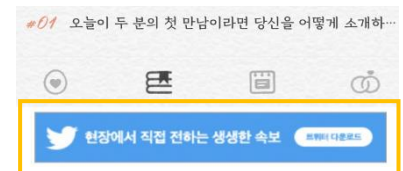


1. Free-to-play, Freemium (Sumone Gold)

- Induces consumers to pay payment by providing additional functions that can further maximize the convenience and enjoyment of using the application.

2. Place an ad at the bottom

- An advertisement was placed at the bottom of the application screen.



3. Compensation after watching advertisement

- When you see an advertisement, you can get twice as much reward as you normally get, which induces consumers to watch the advertisement.



VI. Reference

Sumone in Google Play

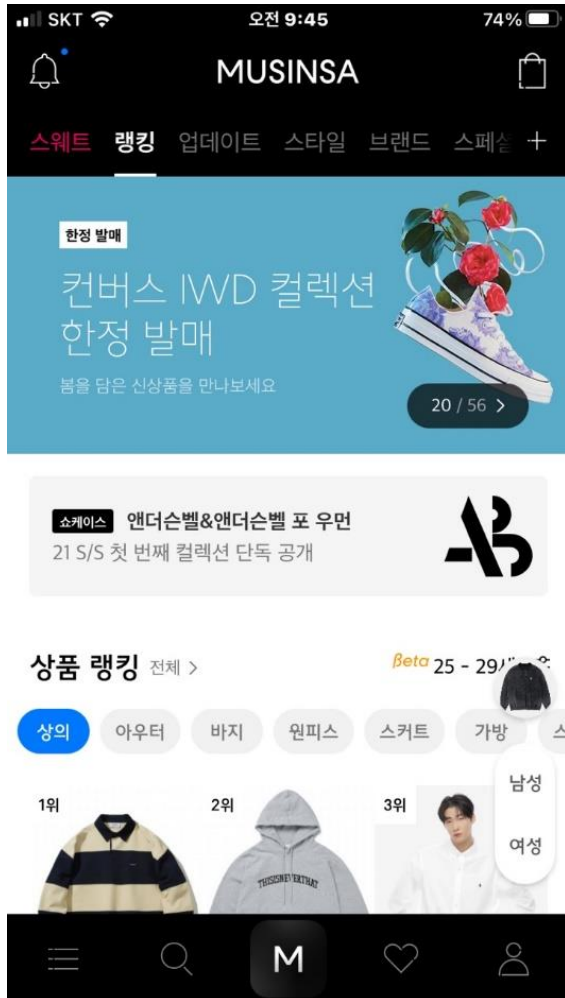
<https://play.google.com/store/apps/details?id=com.sumone&hl=ko&gl=US>

Sumone in Instagram

<https://www.instagram.com/sumone.luv/?hl=ko>

Report of app market study

201635831 Lee Minsu



App name : MUSINSA

Application that gather various brands
so customers can shop easily.

Users can easily refer to other user's
reviews and communicate with each other

This app need these techniques

- Network connection and server building for customers' shopping
- Management large data such as customers information
- Payment system
- Security technique for payment
- GUI technique for convenient shopping

MUSINSA is a big online shopping mall. Now they collaborate with many other brands and present unique item that only sell at MUSINSA. And now they have their own brand musinsa standard. I think they were able to grow because of the convenience that come from gathering many brands at one place.

I think it would be more convenient if customers could try on clothes at their own home using AR technique.

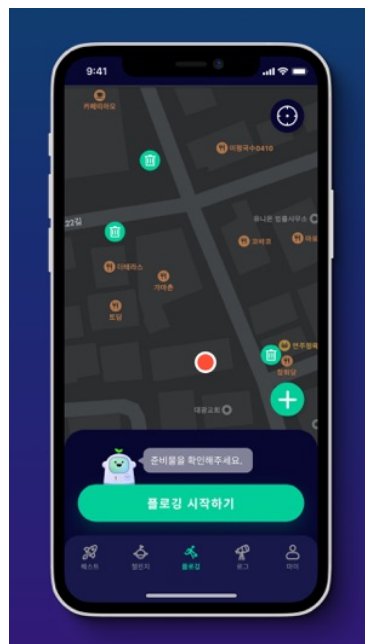
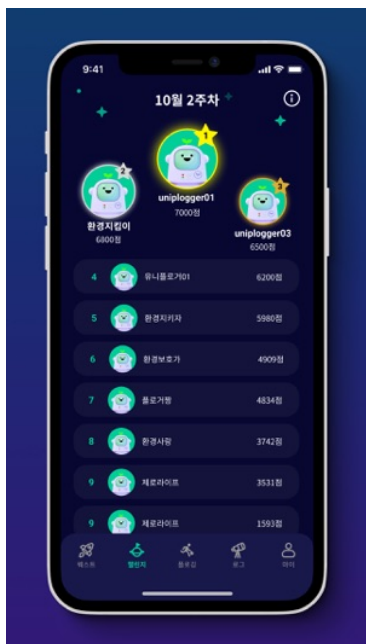
<201935117 임수아>

“UNIPLOGGER” is an application in Apple app store. It was created to make “Plogging” easier and be done together. Here, “Plogging” means jogging and picking up trash on the floor. Therefore, you would be able to exercise everyday regularly as well as dedicating good impact to the environment. As you jog around, you will sort out the trash and take a proof shot. You can also share it with friends in Instagram.



Also, there are quests to gradually habituate plogging and will experience sense of purpose. So, you will be able to continue to achieve goals every day. As you achieve quests and keep on plogging, you can check your plogging photo records and your level and ranking.

Technical Point: This app uses GPS feature on map to track users' current location and guide nearby trash can. Also, additional trash that are not shown can be added by users to the location. As you can compete with other ploggers, you will network with random people and check the rankings. Also, you can select the quests you want to do which will be alarmed for you.



Discussion Points& Business Strategy: I think this app has good impact on environment and will make people practice and enhance their habits and exercise regularly. Also, the app has its own story and as we fulfill the quests and plogging, we can follow the story. It has unique icons and images that lots of users will like. However, I think it's not that popular now. Then, if users continue to share around and if users can get more rewards according to their level, more users may be participated in this app. So, we can make good use of this app, it will have good impact environment-friendly and personally

Mobile Programming Assignment#1 - Report of App Market Study

201735855 Oh ChanHee



The app I want to introduce is '**My Cocktail Bar**'.

This app's **key idea** is to provide cocktail recipes using various alcoholic beverages. I think it is a very high-demand app at a time when the number of so-called home-tending people who enjoy cocktails at home is increasing due to Corona these days.

This application has several **technical points**.

This app does not just show a list of cocktail recipes. If you choose your own liquor, it shows you a cocktail that you can make with it, and a cocktail recipe that you can make with one or two more alcoholic beverages.

It is to let me know what I can make now and what kind of liquor it is good to buy.

You can also add your own cocktail recipe. It is a very useful function for managing self-made cocktails.

It also provides a very detailed search function, allowing only IBA official cocktails or shooters to be searched, and searching according to the degree of strength of alcohol level.

Currently, the application has a **revenue structure** that can be seen in many applications, such as introducing ads in the free version and eliminating ads in the PRO version.

Let me talk about the **discussion points** about this application.

First, I think it is necessary to introduce products for each liquor.

If user choose Melon Liquor, I think it will be a great help for users to purchase alcoholic beverages by providing information on the selected liquor, including Midori, Melon from De Kuiper, and Melon from Bols(etc...). The information includes the price range, place of purchase, and the evaluation level of various experts.

Next, I think it is also necessary to provide manufacturing videos for each cocktail. I think it is necessary to convey various information and technologies, such as plotting methods and shaping techniques, more visually through video.

Lastly, I think it would be nice to add services that help study the practical part of the cocktail-related license. There is a Craftsman Bartender license in Korea, and an

international bartender license in foreign countries. When the app provides the name of the cocktail that must be made in each test, the user enters the ingredients (with capacity) and techniques for the cocktail. The app then provides grading on this. I think the addition of these services will be of great help to those who study certificates.

If possible, I would like to make a cocktail app that has been modified and supplemented for this part through a team project.

-Source



(picture source: https://play.google.com/store/apps/details?id=com.mybarapp.free&hl=en_IE)