Project Outline

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I propose to create an Android Application for Death Notices. There is currently a gap in the Irish market for such an application. There are a few popular websites with such information:

- RIP.ie
- Irish Times
- Irish Independent

But none of these have a way to browse the death notices on the go. This is a particular concern to my grandfather and my friends grandmother who have both browsed death notices on their iPads.

Mobile Features

Just showing death notices would be too easy, so I plan to add filtering for them, by area and to view notices on a map. The reason for this is simple, usually people like to browse death notices for:

- areas they grew up in
- areas went to school in
- areas where they have lived/previously lived for years

This could be in the form of alerts, with the first alert "free" and subsequent alerts could be paid for as an in-app purchase, for example. I would try to add sharing features for the notices.

Market Research

A lot of the monetization strategies of the websites are either:

- Charging per notice
- Charging funeral directors
- Tie in with florists and after-death services

or a combination of the above. Since I won't have the scope to achieve this within the deadlines, I plan to mock advertisments for services that could be supplied.

Using Real Data

I don't plan on using real data due to the sensitive nature of the application. Also I've checked the popular sites I've listed and they all hold exclusive copyright and specifically warn against reproduction of their data.

Challenges

The challenge with this application is keeping it simple to use and easy to navigate. The target audience is older people, so buttons should be bigger for example, to allow for reduced dexterity. Along with this the font should be nice, big and clear.

Also easy sharing features are a must, as usually people like to let others who may have known the deceased to be aware that the funeral is in progress.