Market Research

Introduction

For the market research, I will look at a number of different time management apps already on the market. I will look at their features, including the ways in which they differ from our vision of our app. I will attempt to compile qualities about the apps considered downfalls and, conversely, qualities considered good features.

**Class Timetable**

Class Timetable is an Apple and Windows Phone app by Ice Media Creative. It is available for free on iPhone, iPad and iPod touch—although there is an option £0.69 upgrade—, and for $0.99 on Windows Phone. I will be looking at the iPhone version. Across all versions the app has 1,280 ratings and has four and a half stars.

**Pros**

—Easy and simple to use.

—Flexible in terms of timetabling.

—Notification feature.

—Options for multi-week timetable and for adding Saturday and Sunday.

People seem to like the app’s lightweight and easy to use interface. It is simple to quickly see what lessons there are at a glance. It is easy to set up and to use. It has options for a multi-week timetable (if not all weeks are the same) and has an option for giving notifications for lessons.

**Cons**

—Not enough options.

—Lessons need to be manually added.

—Only 4 weeks can be timetabled for.

Our app should have an advantage in that one should not have to manually set up their timetable: they will be pulled from the database. This should also allow for an unlimited amount of weeks to essentially be timetabled for. Our app should also have more options such as alerting for coursework.

**Newcastle University App**

The Newcastle University App is an app specifically for students of Newcastle University and is available for free both iOS and Android devices. I will be looking at the Android app.

**Pros**

—Timetables are pulled from the database.

—Relatively simple to use.

—Many other features.

This app does grab timetables like ours should, and is quite simple to use. It has many other features related to Newcastle University, such as recent news and a Campus Map.

**Cons**

—Fairly ugly.

—A bit slow.

—No coursework alerts.

The timetable display of this app, at least on Android, is quite ugly in my opinion. I hope we can improve on the display of the timetable. It also seems quite slow though that could be related to the phone I tested it on. It also does not include any features related to coursework. I believe this app may be one of our main competitors, as it shares a fair amount of features with ours.

i**Tunes Calendar App**

This is the default app that comes with iOS devices.

**Pros**

—Good timetabling.

—Relatively simple to use.

This is a more general timetabling app not optimised for educational use. It includes a year schedule but events can be added with lengths and repeats. Alerts can also be used.

**Cons**

—Not specialised.

—Not visually simple.

This app is not as specialised as ours will hopefully be and I find it slightly visually confusing. Hopefully our app will have advantages in these departments.

**Timetable**

Timetable is a free Android app by Gabriel Ittner. It has 500,000+ downloads.

**Pros**

—Very solid timetabling capabilities.

—Very good presentation.

—Lesson and task notification.

This app looks very nice and has very good options for timetabling. It has lots of different options such as multi-week timetables, notifications, and even themes.

**Cons**

—Only 4 weeks can be timetabled for.

The main advantages our app should have over solid timetabling apps like this one are the Newcastle University specific options we can include.

Conclusion

There are many good timetabling apps on the market. There are many quality apps that specialise in educational purposes as well and some of them are free. Our app will need to have some special features these do not in order to be marketable, we need to take advantage of being able to grab timetables from a database and hopefully be able to add many specific functions to the app to make it especially useful to people at Newcastle University. In my opinion, it is therefore very important we make our app not only a solid timetabling app, but give it specific features that someone using such an app around campus at Newcastle University would find useful.