Jeremiah Wong

ISTE456-01/599-07

Professor LaBelle

Due March 24, 2017

Project Proposal

1. App Title: Triviart
2. Definition Statement: The app provides users with a brief short article to read based on their own choosing of a specific topic (e.g. Science, Computing, Arts, etc.) and after they read through the article, they will be provided with a trivia quiz based on the article. The user audience for this app includes general audience who is looking for an interesting trivia quiz app to test their knowledge. This app will be classified as trivia within the Games category of the Play Store.
3. Features:

* Get started home screen is displayed when user clicks open the app, then after the user clicks “Start” they are taken to a page with a list of topics.
* List of three major topics will be shown (Science, Computing, and Arts). User select from the list.
* After the user selects from the list, image of an article will be displayed and the user will get to read the article.
* Button will be displayed at the bottom of the page after the user reads the article. Button will allow user to start the quiz.
* Quiz will be multiple choice with 5 options available to choose from. No more than three questions per article will be given. User will select an answer, but quiz will not display the correct answer and will only tell the user how many they scored correctly at the end.
* Each article and quiz given can be considered different views and clicking of a button within the Triviart app takes users to different views of the articles and quizzes given.
* Implementation of an API may allow for dynamic upload of the article and quiz contents.
* Quiz checks for errors and reports to users on the number of correct answers using a dialog fragment or dialog box upon clicking the Submit button.

1. Three Competing Apps:
   1. iOS – Trivia Crack (User rating is 4/5): Current strength of the app includes hundreds to thousands of different questions for a wide variety of topics including, entertainment, science and technology, politics, economics, and sports. This app also offers twenty different languages to accommodate users worldwide. Integrated chat feature allow users to be able to discuss answers and solutions to trivia questions, and also has a collectable card collection feature. Trivia Crack also allow users to challenge their friends in any given category, users may choose to have a rematch. However, the app is difficult to navigate and there is no clear navigation bar or tab to give users an idea of where they could be within the app. Questions are also timed which may let some users feel rushed, and use of multi-color scheme may be distracting to the user.
   2. iOS – QuizUp (User rating is 4/5): This app is a multiplayer trivia game which lets users challenge friends as well as discover other people based on similar age, nearby location, and similar interests. Similar to Trivia Crack, this app offers an integrated chat feature for users to discuss questions as well as the feature to be able to challenge other users. App includes a tab navigation with “Home”, “People”, “Topics”, and “Notifications” which provides easily accessible and discoverable way to navigate the app. However, excessive ads are a problem and the app cannot be played offline (requires Internet access). Some features that could be helpful to users would be a voice over feature to increase accessibility and search feature for topics.
   3. Android – Quiz of Knowledge (User rating is 4/5): This app implements a high risk high reward approach to trivia in that users only get twenty seconds to answer each question, users get three chances or three “lives” to answer all given questions correctly, for every five questions answered correctly the user gains one more “life”, and the faster the user answers the question the more points he/she earns. Features to increase competition between users is the implementation of high scores and online scores. Users get to select topics from sixteen different categories with over two thousand trivia questions altogether. Furthermore this app is playable offline without requiring Internet access and users are able to contribute their own questions using the in-game question submission form. The question then gets reviewed before being added into the database. However, this app lacks a reliable navigation with no tab menus or side menus to indicate to users where they might be in the app and where they can go. A reliable navigation would be helpful for this app and once again the multi-color scheme may become a distraction to users.
2. Triviart includes the integration of articles related to the topics users can choose. The three other apps chosen foe market research lacks a reading comprehension component for users. Most trivia apps will give a list of major categories and will jump right into the trivia questions. The article feature provides users with an opportunity to enjoy an interesting read before answering three simple and fun trivia questions as brain teasers. Two out of the three market research apps lack an accessible, discoverable, and reliable navigation feature which may be essential for users to move through the app. A side menu would be useful for Triviart to ensure users can easily navigate the app. In addition, although the color schemes used for the three competing apps are meant to attract younger users to download a fun trivia app, it can also be distracting when users are trying to answer questions therefore Triviart will not incorporate multi-color schemes that may distract users from reading the article and answering the trivia questions.